

**Influence of Internet and Social Media on online purchase
decision among Teenagers**

Doctoral Thesis Submitted

In Partial Fulfillment of the Requirements for the award of the Degree of

DOCTOR OF PHILOSOPHY

In

MANAGEMENT

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Analyzed document	Final Thesis 3.1 – Plagiarism teenagers. (2) - Copy.docx (D157559263)
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ACKNOWLEDGEMENTS

The journey of my research which started with ICFAI University Jharkhand has been a challenging and novel experience for me, taking time out from hectic daily office works and family responsibilities.

I, therefore take this opportunity to extend my heartfelt gratitude to my research guide Dr. Pallavi Kumari, Associate Professor ICFAI University for providing me with all kinds of help and guidance and my Research Co-supervisor Dr. Rohit Vishal Kumar, Associate professor IMI Bhubaneswar for relentlessly guiding, encouraging and supporting me in providing the right path knowing my skills and provides right course which has helped me a lot. I would also want to express my sincere thanks and special gratitude to our esteemed Vice-Chancellor, Prof. ORS Rao, for his encouragement and regular monitoring of progress in my research and grueling sessions to improve my research work for their continuous support and encouragement that contributed in making it possible a quality-oriented research by way of its guidance and suggestions in the various half-yearly progress reviews.

I would like to give special thanks to my husband Mr.Yogesh Beri for his constant encouragement and unflinching support in my academic pursuit. Last but not the least, I wish to thank my parents for their blessings and my daughter for her consistent support at every single moment of this research journey, supporting me and patiently enduring my prolonged periods of research work.

I would also like to thank all those people who directly or indirectly supported me to continue the journey of PhD.

(Jaya Beri)

Date: June, 2023

Place: Patna

ABSTARCT

People use to communicate with each other with various means without any language in prehistoric era. As the world evolved the needs of language arouse and hence various tools came into existence. The latest and the most advanced means of communication is Internet. Amongst Internet again various tools and means are there but the latest is the social media platform clubbed with e-commerce. The rapid emergence of the Social Media and Networking sites as a medium of communication has played a vital role in the purchase related decision and has changed the way consumers buy both in Quantity and Quality. Social Media tools such as Facebook, Twitter, You Tube, Pinterest, or Instagram have large pool of prospective young consumers say teenagers and they are growing every day. With changing family demographics in the globalized world, children are playing an important role in decision making today. Today children are not passive users but influential buyers and are socialized into this role from an early age. Though research has been done in the West on socialization of children, the research in India is still lacking on the topic (Kaur and Singh, 2006).

Research on children as consumers had started way back in 1960s but it was only in 1970s that it gained visibility in the marketing world. Ward (1974) gave one of the first definitions of “*Consumer Socialization of children is a process by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the market place*”. It provides a more complete framework for understanding the development of consumption symbolism. Over the years two major classes of influence have been identified for socialization process: cognitive factors and environmental factors (Haynes et al, 1993). The cognitive factors are usually age related and environmental factors include agents like family, mass media and peers.

Children acquire consumer behavior norms through observation. Like shopping together with family (consumer socialization), Copying elders and their behaviors (modeling), Peer Group (friends, classmates) also plays a major role. The study states that power of teenagers over purchasing decisions has increased significantly over the years and decision making among families is collaborative. Earlier families were considered to be a reliable source of information, along with other mode of communication. First, it was radio then it was television and now it is the Internet which has taken the world by storm in terms of

communication and also acts as perfect platform for buying and selling goods and products of all types. Internet usage has increased tremendously in last few years and the penetration rate has also gone up significantly. People check Internet first and then decide what to buy. The rapid emergence of the Social Media and Networking sites as a medium of communication has played a vital role in the purchase related decisions and has changed the way consumers buy both in Quantity and Quality.

Teenagers are also called “ *net generation or cyber-teens* ’, due to higher use of Internet and fast adoption of technology in this age group .Youngsters use Internet as platform to interact in a better way or to improve daily life activities. As the usage of Internet is growing among the teens, the influence of social media & Internet is on a high. Internet provides easy accessible information and thus has altered the way purchase decisions are made in families these days. Research indicates that teenagers are more into usage of Internet & social media for purchase related decision.

Marketers spend millions in marketing research to anticipate and predict the changing youth behaviour. The IT revolution has completely changed the way consumer buys certain products and has greatly influenced the consumer behavior. Now everything is available at click of a button to the prospective customers and thus the extent with which Internet & social media are involved in decision making by teenagers, as they are highly influenced by various social media tools and also the Internet usage in tier 2 cities like Patna and Ranchi is studied in this research. The high usage of various social media in past one year time, when world has gone a significant change in use of Internet and digitalization across the globe shows a considerable increase in usage and digitalization of economies due to the current pandemic. The marketing area has also expanded and changed a lot since the advent of social media. There has been a wide range of literature survey on pertinent topics of research. There are a numerous literatures on how children become consumers and the main agent of socialization.

Thus the impact of the Internet as a socialization agent has been less examined in academic literature. Apart from this there are a number of works that are done on children socialization but few works have been done on East Indian teenager, studies are still lacking multidimensional factors effecting socialization of children.

Keyword: Internet, Teenagers, Social media, Consumer socialization, Consumer decision Process

TABLE OF CONTENT

PART 1

THESIS COMPLETION CERTIFICATE	ii
PLAGIARISM REPORT	iii
DECLARATION OF AUTHORSHIP	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	vi-vii
TABLE OF CONTENTS	viii -xii
LIST OF TABLE	xii-xiv
LIST OF FIGURES	xvi -xvi
LIST OF ABBREVIATION	xvii

PART II

CHAPTER 1 INTRODUCTION	
1.1 Overview.....	1
1.2 Evolution of Internet.....	1
1.3 Importance of role of Internet.....	2
1.4 Advent of social media.....	10
1.4.1 Definition of social media.....	10
1.4.2 Rise of Social media	10
1.4.3 Social media characteristic	15
1.4.4 Basic forms of social media.....	16
1.5 Consumer Socialization.....	16
1.5.1 Definition Consumer socialization	16

1.5.2 Youth and Consumer Behavior	18
1.6 Defining Teenagers Years.....	18.
1.6.1 Main attributes of Teens.....	19.
1.6.2 Teenagers and Buying decisions In the Family	21
1.7 Indian Teen Market.....	22
1.7.1 Lifestyle Segmentation of Teen	27
1.7.2 Stages of consumer buying process.....	28
1.8 Motivation for the study.....	30
1.9 Relevance of the topic.....	32
1.10 Thesis outline.....	34
1.11 Summary.....	35
CHAPTER 2: REVIEW OF LITREATURE	
2.1 Introduction.....	37
2.2 Literature Review- An Overview.....	37
2.2.1 Consumer socialization and child socialization.....	40
2.2.2 Children’s influence in buying process and Product Categories.....	42
2.2.3 Young consumers and its market segmentation.....	42
2.3 Research gap Identified.....	64
2.4 Conceptual Framework based on Literature review and Research gap.....	65
2.5 Summary.....	67
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction.....	69
3.2 Research Flow.....	69
3.2.1 Stages of Research Process.....	69
3.2.2 Research Gap.....	70

3.2.3 Research Question.....	72
3.3 Research objective.....	72
3.4 Research Hypotheses.....	73
3.5 Area of study.....	73
3.6 Research Design.....	74
3.7 Data collection methods and Tools	74
3.8 Questionnaire Designing Process	75
3.9 Sampling Design.....	77
3.9.1 Population.....	77
3.9.2 Sampling Technique	79
3.10 Sampling frame and unit.....	80
3.11 Pilot study.....	80
3.10 Sampling unit.....	82
3.11 Pilot Study.....	82
3.12 Statistical Method and Tools Used.....	83
3.13 Research Analysis Framework and Statistical Method.....	83
3.13.1 ANOVA.....	85
3.13.2 F-Ratio.....	85
3.13.3 Chi-Square Test.....	85
3.14 Editing and Tabulation.....	87
3.15 Summary.....	88
CHAPTER 4: DATA ANALYSIS AND INTREPRETATION	
4.1 Introduction.....	91
4.2 Demographical findings.....	91

4.3 Analysis of Teenager online shopping Behavior.....	94
4.4 Analysis of number of hours/week do respondents use Internet.....	95
4.5 Analysis of Digital Devices for access of the Internet.....	97
4.6 Analysis of purpose of usage on Internet.....	98
4.7 Analysis of Decision Influencer in purchase behavior of teenagers.....	99
4.8 Analysis of Member of Social Networking sites.....	100
4.9 Analysis of social media tools as Purchase Influencer.....	101
4.10 Analysis of factors online shopping.....	102
4.11 Analysis of the sites accessed the most for online shopping.....	109
4.12 Analysis of Product shopped most via online shopping.....	109
4.13. Analysis of sources of finance of online purchase by teenagers.....	111
4.14 Analysis of Social Media Role in Consumer Decision Role.....	112
4.15 Research Hypothesis.....	121-130
CHAPTER 5: RESULT DISCUSSION AND CONCLUSION	
5.1 Introduction.....	132
5.2 Comparison of findings of the study with existing literature review	133
5.3 Research Finding.....	139
5.3.1 Research implications.....	140
5.4. Managerial implications.....	140
5.4.1 Theoretical implications.....	142
5.4.2 Practical Implication	143
5.5 Research contribution	143
5.6 Limitation of the study.....	149-150
5.7 Scope for future research.....	150
5.8 Result and Discussions	151

5.9 Concluding Remarks154
BIBLIOGRAPHY.....155-169
APPENDICES.....170-181
Questionnaire173-181
Publications and presentations by the scholar in the research area..... 182-183

Part-III List of Tables		
Sr.No	Title of Table	Page No.
1.1	History Of the Internet	4
1.2	Piaget Theory of cognitive Development Chart	17
1.3	Influence Type Source and Teenage Behavior Pattern Observed	19
1.4	Traditional Family versus New Family	21
1.5	E-commerce sales: Top 10 Countries.	30
2.1	Summary of topic-wise literature survey	39
2.2	Literature review on role of social media and Internet on purchase decisions of teenagers	45 -63
3.1	Research area explored	73
3.2	Age Classification in correspondence to level of education	75
3.3 .a	Sampling Unit of target	77
3.3. b	Number of responses registered in school of target cities	78
3.4	Sex wise population of India and Bihar by Age group.	79
3.5	Details of Primary data collected	81
3.6	Reliability Stastics Showing Corchbach's Alpha value	83
3.7	Cronbach's Alpha result interpretation	84
3.8	Research objective and Research Hypothesis and Statistical Method used	86 - 87
4.1	Age classification	92
4.2	Gender Classification	92
4.3	Classification of respondents by received monthly income and pocket money	93
4.5	Analysis of use of Internet by teenagers	95
4.6	Comparison of Age and usage of Number of hours/week do respondent use Internet	95
4.7	Frequency table of Internet usage by teenagers	95-96
4.8	Analysis of digital device used for purchase decision	97
4.9	Analysis of purpose of usage of Internet	98

4.10	Analysis of Decision influencer in purchasing behavior of teenagers.	99
4.11	Member of Social Networking sites	100
4.12	Analysis of social media tools as Purchase Influencer	101
4.13	Analysis of attributes of online shopping.	102
4.14	Variety of product online	104
4.15	Place convenience as a factor for E-shopping	105
4.16	Price Comparisons as a factor for E-shopping	106
4.17	Offers and Discounts as a factor for E-shopping	106
4.18	Ease of return and exchange as a factor of E-shopping	107
4.19	Reason for online shopping _ease of Payment	108
4.20	Most preferred E-Commerce website for online shopping	108
4.21	Analysis of Product shopped most via online shopping	110
4.22	Analysis of sources of finance of online purchase by teenagers	111
4.23	Analysis of Role of social media in purchase decision	113
4.24	Social media tools used for information search	115
4.25	Preferential ranking of products most searched on internet and social media Social media Tools used for information search	116
4.26	Mean score Analysis of Internet and social media tools used for evaluation of alternatives.	117
4.27	Mean Score Range for Products searched online	118
4.28	Purchase Decision influencers	119
4.29	Mean score of Decision Influencers	119
4.30	Mean score range for Decision Influencers	120
4.31	Crosstab 1; Usage of social media for purchase decision across age.	121
4.32	Chi square Test 1	124
4.33	Cross tab 2: Attention seeking methods online product selling	126
4.34	Chi square test 2	126

4.35	ANOVA: Comparison of varied reasons of online purchase with gender	127
4.36	Cross Tab 3 :Place has significant effect on purchase decision	129
4.37	Chi square test 3	130
5.1	Comparing the finding of the thesis with the literature reviewed	143-147

LIST OF FIGURES

Figure No.	Title of Figure	Page No
1.1	Internet users Distribution in the world-2021	3
1.2	Internet world penetration rates by geographic regions 2021	4
1.3	Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)	13
1.4	The Conversation Prism- Social Media Landscape by Brain Solis	14
1.5	Difference between Web 1.0 Vs Web 2.0`	15
1.6	India’s changing age demographics, 2020	21
1.7	Indian Teenagers and their Purchasing power	23
1.8	The online and social media activities of Gen Z (13-19) and Millennia's(20-38)	26
1.9	Model of Consumer Buying Decision of Online consumer .	29
2.1	Conceptual Framework to be used for study based on literature study	66
3.1	Steps of Research process	70
4.1	Analysis of Internet usage in hr/week.	96
4.2	Analysis of digital device used for purchase decision	97
4.3	Analysis of purpose of usage of Internet	99
4.4	Analysis of Decision influencer in purchasing behavior of teenagers.	100
4.5	Analysis of Social media tools as purchase influencer	102
4.6	Analysis of Factor that makes online shopping most preferred	103
4.7	Analysis of Product shopped most via online shopping	111
4.8	Analysis of Source of finance of online purchases by teenagers	112
4.9	Analysis of Role of social media in purchase decision	114
4.10	Analysis of Factors that drive attention on social media before product purchase.	115

LIST OF ABBREVIATIONS

Acronyms	Full form
SNS	Social Networking Site
WOM	Word of mouth
SNS	Social Networking Sites
SA	Strongly Agree
NAD	Neither agree nor disagree
SD	Strongly Disagree
D	Disagree
SEM	Search Engine Marketing
TM	Traditional Marketing
E-mail	Electronic Mail
N	Number of Observations
SMA	Social Media Advertising
TMA	Traditional Media Marketing
UNCTAD	United Nations conference Trade and development
IAMAI	Internet and Mobile Association of India

CHAPTER - I

INTRODUCTION

CHAPTER -1

INTRODUCTION

1.1 Overview

Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating value (Philip Kotler, 2011). People use to communicate with each other with various means without any language in Pre-historic era. Then as the world evolved the importance of language arose and various tools came into existence. Among them, most advanced and technologically high class invention was that of the Internet.

Internet in today's world plays a key role in everybody's life. We are living in a digital world, where we use Internet for different purposes every day and thus using Internet is important not only to stay connected but also to match up with the pace of information technology. Internet has a huge role to play in life of consumers in today's scenario where companies are on war in cyber space for not only promoting their products but also to catch attention of their prospective consumers who they want to allure using every means like ad spaces, online marketing techniques such as use of social media e.g.: Facebook, Instagram, twitter and so on.

1.2 Evolution of Internet

The great potential of a computer-based communication system to share scientific and research information was foreseen by a group of people way back in 1960's (Satorras and Vespignani, 2004). The invention of the telegraph, telephone, radio and computer set the stage for this unprecedented integration of capabilities (Leiner et al., 2010). The computer and communication world has been revolutionized (Leiner et al., 2010). The Atlantic Cable of 1858 and Sputnik of 1957 is two basic milestones of the Internet pre-history

(Gromov, 1996). Internet has brought a revolutionary change in the way businesses and customers interact with each other.

1.3 Importance of role of Internet:

Consumer uses the Internet to access updated and transparent information on price, availability of product, features & specification and more. Consumers want to make sure that they are making the correct choice and thus Internet has become the obvious choice for the same. As per the recent BCG surveys, as much as 15% of urban consumers check for information online before making a purchase. They set the trend and influence family and friends in purchase-related decision. Talking about Internet penetration, India has seen a rapid growth in Internet penetration and is largely driven by mobile phones, with some of the cheapest and most basic handsets today offering access to the Internet. India's Internet users are expected to register double-digit growth to reach 627 million in 2019, driven by rapid Internet growth in rural areas, as said by market research agency Kantar IMRB in its report. The way individuals communicate and collaborate, entrepreneurs and corporations conduct business, and governments and citizens interact. 70% of rural India's active Internet populations access the web via mobile phones. This may have to do with the difficulty in accessing PCs due to cost. 42% of rural India's Internet users prefer using the Internet in local languages. The high prevalence of content in English is also a hurdle for most of the rural India consumers. (Source: IAMAI and IMRB International, 2014). College-goers remain the largest users of the Internet in India, followed by young men. 70% of online youth in India spend more than 5 hours on the Internet in a normal week. Internet access is still predominantly desktop based (41%), however, 36% use laptops and 27% use Smartphone. Facebook is by far the most popular site used (93%), followed by YouTube (87%) and WhatsApp (79%). 10-12 year old social account users report higher daily access to Snapchat,

Pinterest, Tinder than their teen counterparts, even though the minimum age to register to these social networking sites is 13 years. (Source: Internet& Social Media Usage among youth in India: MacAfee Report).The following figure1.1 depicts the Internet User base in the world 2021.The figure clearly shows that 5.25 billion people uses the Internet worldwide. Asia has the maximum Internet user base and accounts to about 53.1% of the Internet users distributed across the globe. Followed by Europe and Africa which have 14.2% and 11.5% of Internet user from this part of the globe. The following data has been taken up from Internet world stats.

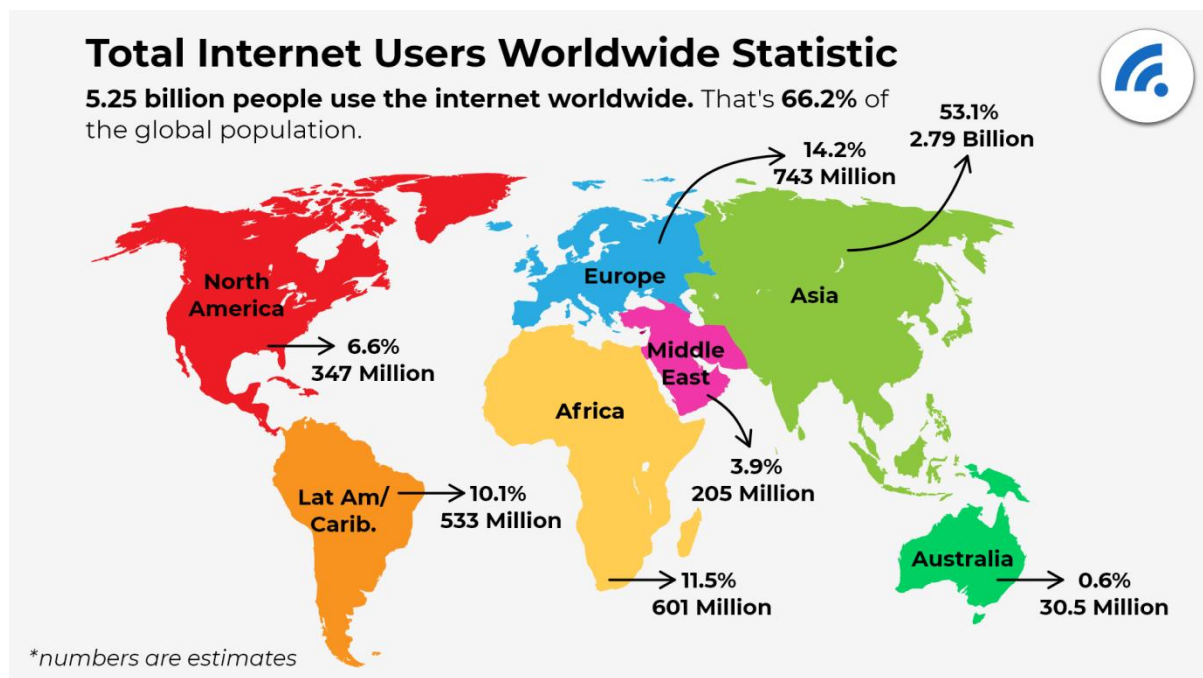


Figure 1.1: Internet user distribution in the world-2021, Source: Key Internet Statistics to Know in 2022 (Including Mobile) – Broadband Search

Internet world penetration rate is high in continents like North America and is as high as 93.9%.next is Europe with 88.2% as discussed above in the figure 1 the Internet users are high in Asia but rate of penetration is low in Asia as compared to continents like north America were the Internet usage is low but penetration rate is the highest. The figure 1.1 below depicts the Internet world penetration rates by geographic regions as in 2021.

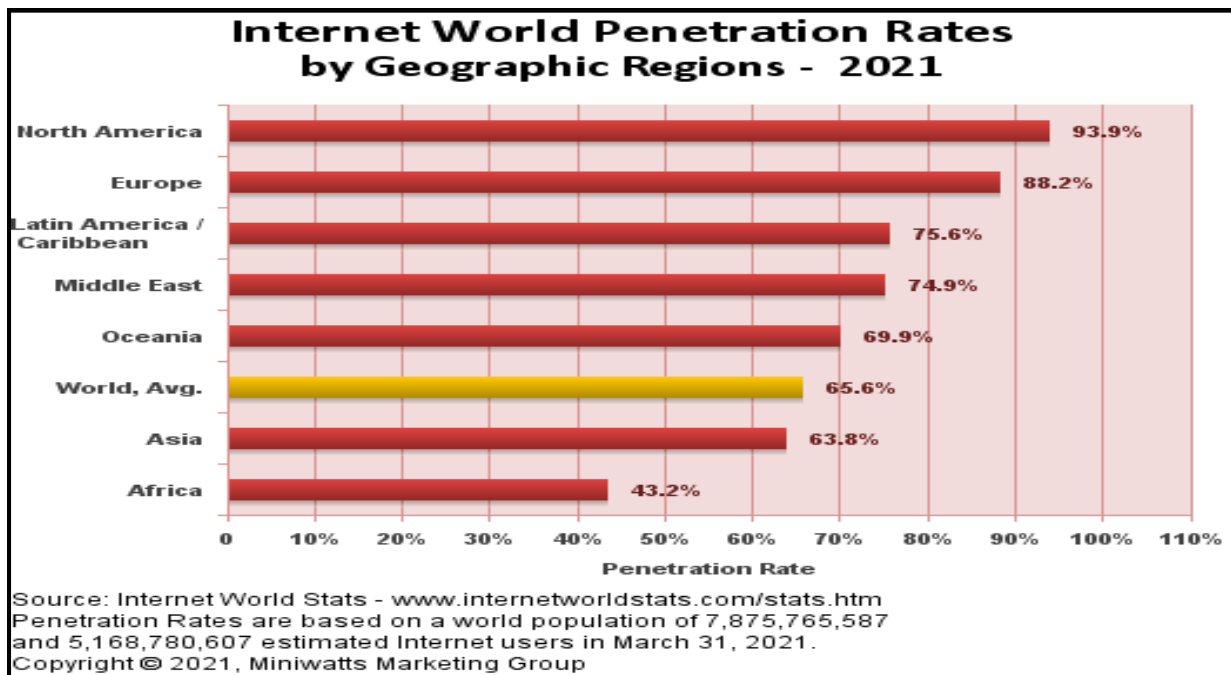


Figure 1.2: Internet world Penetration Rates by geographic regions 2021.

Teenagers are also called “ *Net generation or cyber-teens*’, due to the higher use of the Internet and fast adoption of technology in this age group (Lee, 2003, Ward, 1974). Youngsters use Internet a platform to interact in a better way or to improve daily life activities. Young people use Internet 38% more than adults. The Teenagers spend less time in front of T.V. and more time on Internet as compared to adults (Forrester Research, 2000).

Year	Technological Advancement
1858	The Atlantic Cable was established to carry instantaneous communications across the ocean for the first time. Although the laying of this cable was seen as a landmark event in society. But it was a technical failure. It only remained in service a few days (Gromov, 1996).
1866	Subsequent Cables laid were completely successful (Gromov, 1996).

1957	Former Soviet Union launched world's first artificial earth satellite, Sputnik I, which was stepping stone in Net's history (Dinnick, 2000).
1958	As a result, the Advanced Research Projects Agency (ARPA) was set up in 1958 within the Department of Defence (DoD) in United States to re-evaluate the use of technology in its military forces (Dinnick, 2000).
1962	J. C. R. Licklider introduced the idea of an 'Intergalactic Network' (Altavilla, 2010).
1965	Lawrence Roberts connected a Massachusetts computer with a California Computer over dial-up telephone lines (Howe, 2010).
1969	The Internet, then known as Advanced Research Projects Agency Network (ARPANET) was brought online. ARPANET initially connected four major computers at Universities in the South-western US (UCLA, Stanford Research Institute, UCSB, and the University of Utah) (Howe, 2010).
1972	Bob Kahn and Vint Cerf invented the Transmission Control Protocol (TCP) to allow diverse computer networks to interconnect and communicate (Internet Wikipedia, 2010). E-mail was adapted for ARPANET by Ray Tomlinson of Beranek and Newman (BBN). He picked @ symbol from the available symbols .
1973	The file transfer protocol, enabling file transfer between Internet sites was published as a RFC. RFC's are a means of sharing developmental work throughout community (Howe, 2010).

1974	Bob Kahn and Vint Cerf used the term “Internet” in Transmission Control Protocol paper (Altavilla, 2010).
1975	TELENET began operations installing free public dialup access in cities throughout the US (Segaller, 1998).
1976	Internet started to spread globally when the network became linked to Europe (Internet Wikipedia, 2010).
1978	Gary Thuerk sent the first spam email to 400 users of ARPANET advertising his DEC’s new range of minicomputers (Altavilla, 2010).
1979	CompuServe became the first service to offer electronic mail capabilities and technical support to personal computer users (Internet Wikipedia, 2010).
1980	Private commercial networks and global links bring the net everywhere (Rajashekar, 2004).
1981	BITNET (Because It’s Time Network) connected IBM mainframes around the educational community and the world to provide mail services. Listserv software was developed for this network (Howe, 2010).
1983	On January 1, every machine connected to ARPANET was required to use TCP/IP (Transmission Control Protocol and Internet Protocol). This became the core of the Internet (Altavilla, 2010).
1984	The idea of Top level domains and Domain Name Servers (DNS) was born (Dinnick, 2000).

1987	The number of hosts on the Internet reached 28,000 and world's biggest Internet Service Provider (ISP), UUNET was set up (Dinnick, 2000).
1988	Desktop became popular (Robbins, 2000).
1989	Commercial electronic mail services were started (Internet Wikipedia, 2010). Web was invented by British Scientist Tim Berner Lee (Internet Wikipedia, 2010).
1990	First Internet dial up access introduced (Robbins, 2001). HTML developed (Robbins, 2001).
1991	E-mails and Video games became popular (Robbins, 2001).
1992	Corporation for Education and Research Network (CREN) released the World Wide Web (Altavilla, 2010).Multimedia pushed the Internet in the new direction of entertainment and the term "Surfing the Internet" was coined by Jean Armour Polly (Dinnick, 2000).
1994	Net celebrated its 25th anniversary (Dinnick, 2000).
1995	An annual fee was imposed for all domains except those used by the government (.gov) or educational institutions (.edu) (Altavilla, 2010). Internet courses offered in Colleges (Greenlaw and Hepp, 2000).
1996	Internet age begins, Home use becomes strong and touch screen used (Robbins, 2001).The first mobile phone with Internet connectivity was the Nokia 9000 Communicator launched in Finland (Internet Wikipedia, 2010).

1998	E-commerce and E-auction begin (Robbins, 2001).
1999	Wi-Fi wireless Internet technology was standardized (Altavilla, 2010).
2000	The concept of e-books came in trend (Robbins, 2001).
2001	Wikipedia was launched (Altavilla, 2010).
2004	On April 1, Google announced the launch of Gmail, which would offer 1GB of storage. Because Hotmail and Yahoo were only offering 2MB and 4MB respectively, some people thought it was an April Fool's joke (Altavilla, 2010).
2005	YouTube is launched, revolutionizing web-based videos; Google bought YouTube for \$1.6 billion the following year (Altavilla, 2010).
2006	Dom Sagolla released Twitter (Altavilla, 2010). Face book, once exclusive to college students, is made available to everyone (Altavilla, 2010).
2009	Mobile data traffic exceeded voice traffic every single month. Globally, mobile data exceeded an Exabyte (a billion gigabytes) for the first time (Altavilla, 2010).
2010	Internet user population reached at 28.8% of the total population of the world (Internet World Stats, 2010).
2015	Instagram, the photo-sharing site, reaches 400 million users, outpacing Twitter, which would go on to reach 316 million users by the middle of the same year.

2016	Google unveils Google Assistant, a voice-activated personal assistant program, marking the entry of the Internet giant into the "smart" computerized assistant marketplace. Google joins Amazon's Alexa, Siri from Apple, and Cortana from Microsoft.
2019	<p>According to Internet World Stats, around 59% of the world population uses the Internet as of 2019, which amounts to a whopping 115.47% increase in usage within twenty years. There are mainly three reasons for this:</p> <ul style="list-style-type: none"> • Rise of social media networks and blogging websites • The exponential increase in Internet speeds • The rise of mobile devices cellular data.
2020	<p>According to Speed test, the global average broadband Internet speed is around 74Mbps as of January 2020, which is almost 300x faster than the early 2000s. It is now about speed and new apps development, a whole new era of digitalization era with involvement of web based apps.</p>

Table 1.1: History of Internet

1.4 ADVENT OF SOCIAL MEDIA

1.4.1 Definition of social media:

Social media is defined as “a group of Internet-based applications that is build on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user-generated content” (Kaplan and Haenlein 2010, p. 61).

Social media is thus, a collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users.

The recent emergence of social media has drastically changed the marketing landscape. From Parker (2011, p201), the time of traditional marketing, where marketers were pushing out messages toward consumers using only a one-way communication, is over. Nowadays, as said Brown & Hayes (2008, p165) ‘ads don’t work anymore in the real world because there are too many of them, and because they interrupt us inappropriately’. In contrast with traditional media, social media have greatly changed relationships between consumers and companies by allowing a two-way communication (Hoyer,&MacInnis, 2010, p389). A new marketing function called ‘*Social Media Marketing*’ has arisen.

The marketing area has thus evolved from a time where initially marketers had the power of influence to this day where consumers have a greater power of influence on their peers (Jaffe, 2010).Indeed, social Media enable consumers to share contents and ideas together, write recommendations, reviews and opinions about companies’ performance and to tell, to a wider audience than before, about their own good or bad experience with them (Brown, &Hayes, 2008, p179-180). Consumers have access to a wide range of different social media types, platforms and tools, with different characteristics and possibilities that allow them to be

connected and communicate together. Sago (2010, p7) stated that social media have significantly impacted how information is shared among groups of consumers.

Word-of-mouth plays an important and central role in social media. Word-of-mouth is well known in the marketing area for decades. But today, word-of-mouth appears even more important than before in the influence of consumers' decision-making process (Brown, and Hayes, 2008, p139-146). Social media is a communication tool that can carry and spread word-of-mouth between millions of users, in very less time as it is the fastest and effective way of spreading any information to millions in very less time span.

1.4.2 Rise of social media:

Social media started around ten years ago. It began with LinkedIn in 2003 followed by Facebook and My space in 2004, You tube in 2005 and Twitter in 2006. The popularity has grown rapidly with sites like Facebook, LinkedIn, Twitter, Instagram, You tube etc. which get attracted by more than five million users every day. According to Wikipedia report, there are three hundred and more social networking sites and 150 cr. members all over the world (source: www.wikipedia.org). At the basic level, social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of social networking sites major paradigms shift that has taken place among the millions of people. The social networking sites are able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings.

As of April 2022, there were more than five billion Internet users worldwide, which is 63.1 percent of the global population. Of this total, 4.7 billion or 59 percent of the world's

population were social media users (Statista Research Department, Sep 20, 2022). Social Networking Sites are still terribly a lot of its early stage but contains many software applications which are used worldwide, when it attains maturity stage, new applications will come into existence. Social media concentrates on relationship with the users by way of sharing of information and interest among users. There are numerous social networking sites present across the world, ranging from Facebook, MySpace, Twitter and LinkedIn .Among the rapidly growing list of social networking sites, Facebook is the global leader, catering to concerning 300 million plus registered users around the world.

The figure 1.2 shows a bird eye view of various social media. It is also referred as the conversational Prism. The Conversation Prism, it is an evolving info graphic that captures the state of social media, organized by how important social networks are used by professional and everyday consumers. It was created to serve as a visual tool for brands to consider unforeseen opportunities through a holistic lens. It remains an ongoing study in digital ethnography that tracks dominant and promising social networks and organizes them by how they're used in everyday life. It is a combination of research and digital ethnography. It groups networks by how people use them. It includes both leading and promising networks. It's not intended to show every network, but instead how the shape of the social web is changing and who the front runners are pushing social media in new directions. The Conversation Prism was designed to help strategists see the bigger picture in the evolution of social media beyond the most popular and trendy sites. The Figure below shows most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)

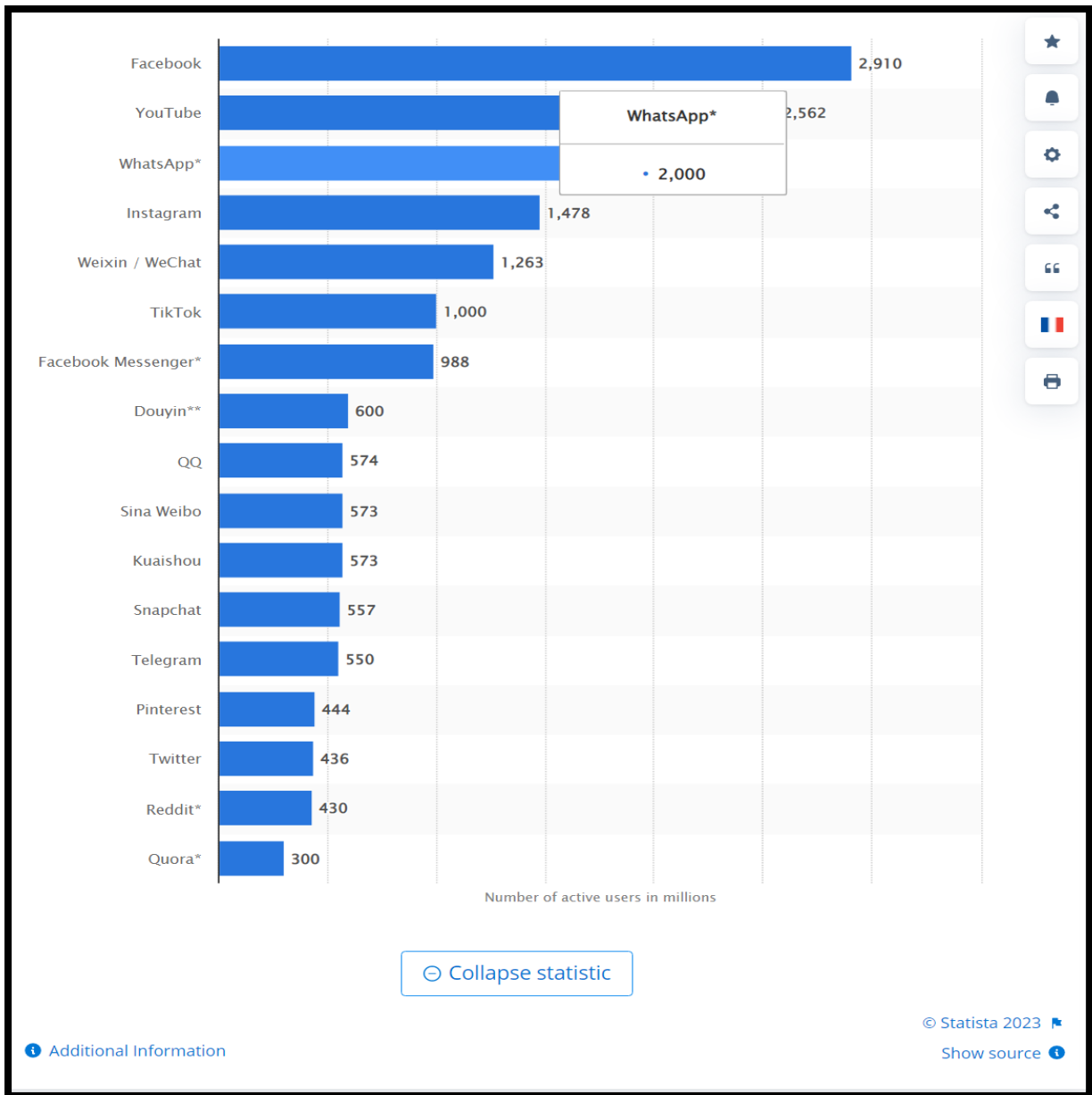
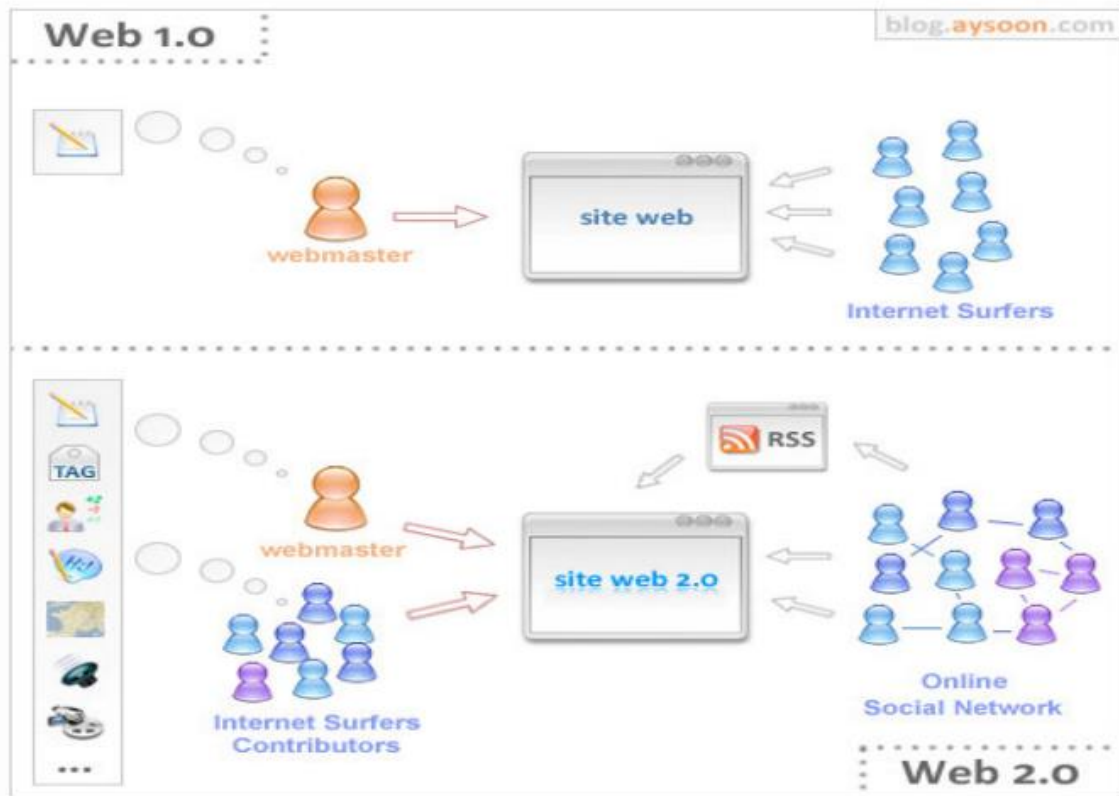


Figure 1.3: Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)

collective intelligence in a cost-effective manner”. The core concept of Web 2.0 is use of Internet as a platform and leverage network effect to harness the collective intelligence in a cost-effective manner”. (

Difference between Web 1.0 and Web 2.0



Source: - www.ibrahimas3ad.wikispaces.com

Figure 1.5: Difference between Web 1.0 Vs Web 2.0

1.4.3 Social media characteristics: Social media is a type of new group of online media, which has the following characteristics:-

- 1. Participation:** - It boosts participation in form of feedback from people.
- 2. Openness:** - These services are open for feedbacks and enhance involvement which encourage voting, posts comments and share information.
- 3. Conversation:** - It has two way conversations.

4. Community: - It allows communities to form for quick and effective communication among group of people.

5. Connectedness: - Most of social media succeed on their connections, making use of links to other sites, resources and people.

1.4.4 Basic forms of Social Media:-

1. Social Networks: It permits people to form their personal web page and get connected with friends through individually or in groups to share content and for communication.

2. Blogs: blogs are online journals which is best form of social media.

3. Wikis: It is online encyclopedia which permits people to write content or to edit information on them or through database.

4. Podcasts: - It provides Audio and video files for subscriptions.

5. Forums: - Platform provides for online discussion on specific interest or topics which open to all members.

6. Micro blogging: - Social networking provides small size of contents which are dispersed online and through the mobile network.

1.5 CONSUMER SOCIALIZATION

1.5.1 Definition of Consumer socialization: *It is defined as the processes by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace (Ward, 1974), provides a more complete framework for understanding the development of consumption symbolism.* Consumer socialization theory predicts that communication among consumers effect their Cognitive, affective and behavioral attitude (Ward, 1974). A Swiss Psychologist Jean Piaget viewed socialization in four phases of a child cognitive development (Ward .S, And Daniel, wackman 1972, George .A, 2011).

Age Range	Stage	Description
Birth to 2yrs	Sensorimotor	<ul style="list-style-type: none"> • Uses senses and motor skills. • Items known by use: Object permanence. • Recognition of ability to control object and acts intentionally.
2-7 yrs	Pre-operational	<ul style="list-style-type: none"> • Symbolic thinking. • Begins to use language. • Egocentric thinking, imagination/ experience, ideas, classification.
7-11 yrs	Concrete operational	<ul style="list-style-type: none"> • Logical thinking • Classifies by several features and can place order.
11 years and onwards	Formal operation	<ul style="list-style-type: none"> • Logical thinking about abstract propositions. • Concerned with the hypothetical and the future. • Create hypotheses and test.

Table 1.2: Piaget Theory of cognitive Development Chart

In the first two stages, children have few or less developed cognitive structure and hence assisted purchase is seen repeatedly while the influence of their peers and parents is highly seen in the later stage. In the third & fourth stages children have the ability to think abstractly and associate concepts and ideas. During fourth stage children also have greater financial resources in some cases and higher cognitive ability to make a decision.

Children acquire consumer behavior norms through observation.

- Shopping together with family (Consumer Socialization).
- Copying elders and their behaviors (modeling).
- Peer Group (friends, classmates) also plays a major role.
- Earlier Families were considered to be a reliable source of information. But with the growth of Internet these behaviors are changing. People check the Internet first and then decide what to buy.

1.5.2 Youth and Consumer Behavior

Indian market is dominated by youth. Youth is considered as an asset of a nation they like to be a trend setter rather than trend followers. Today's youth is called Digital Youth they adopt new changes and the networking between them is at a rapid pace. India's population is made of young individuals the size of the youth market, and the purchasing power of youth is extremely important and interesting to marketers both global and local market. Youth in this study has been focused in the form of teenagers and teenagers are the main reason for the fast growth of any country. India not being an exception has a large youth population and thus, teenagers make a powerful impact on family decisions as soon as they possess the basic communication skills needed to interact with other family members. They participate more directly in family consumption activities. Therefore it has become imperative for marketers to study this mobile youth and their taste and preferences. The family and the teenagers relationship is considered of high importance in understanding the behavior of the consumer while shopping. Digitalization and the growth of the Internet have increased the teenager's role in decision making and changes can be seen in purchase trends of certain kind of the products. Growth of technology and Internet shopping has also made some section of parents rely on their children while purchasing certain products because the new generation is more technologically more inclined.

1.6 Defining Teenage Years

Young Individuals from the age of 13 to 19 years are considered as teenagers. Teenagers are independent in behavior and are very conscious about self - image and social acceptance through looks and materialistic thing. They always refer to themselves to a particular group and believe in trend setters rather than trend followers. Teenagers are highly influenced by brands, luxury and entertainment (Michman, Mazze and Greco 2003, Solomon et al. 2006,

Quart 2003 and Szalai and Uhi, 2009.) They always look for excitement for anything they do. Teenagers are well connected with social media and therefore are highly networked.

1.6.1 MAIN ATTRIBUTES OF TEENS

Teens is the term used to refer to all youths in the 13-18 age group, although this is a wide-ranging age-group, with the needs of young teens being different from those of older teens. Teens are different for marketers have worked out how to engage with young people using the latest communications tools, teenagers have moved on to something new (Roberts and Scott, 2009). Teens are tech-savvy often called digital natives, are heavy users of social media, and like interactive content. Many companies targeting this market include strong interactive elements to their campaigns. Research into Smartphone usage by teens shows that the rise in the number of low-priced Android- based phones on the market and the availability of free apps is popular among teens (Shields, 2011).

The Table 1.3 below rightfully assembles different kind of teens that have been well classified based on their social and cultural behaviors’. The different types of teens are summarized below and are well explained, which gives us an insight about teenagers and their lifestyle choices. Following are the various kinds as explained in the table below:

Influence Type Source	Behavior Pattern
Concept-oriented communication environment	Teens are encouraged to develop ideas and have greater financial power.
Product importance and use	Adolescence feel higher motivation for buying
Family social role	The teen acquire habits through observation of parent's behavior

Reference Groups	Teenagers' products and brands selection can be motivated to being associated with particular groups
Social background	Young people feel a need to belong to certain social classes, thus a young lower-class shows a greater concern appear to belong to the middle class and acquiring status symbols, on other hand, the young high-class show greater concern with the use of well- known and prestige brands
Culture	The consumption patterns of young people are strongly influenced by cultural changes. From early on, you learn that objects have symbolic value, determining the place of individuals in society. Consumer culture, daily transmitted to children and young people, encourage the purchase and possession as a source of status
Demographics (level of education, place of residence, income, age, among others)	Teens own characteristics and family of belonging influences likes and dislikes behaviors

Table 1.3 Influence Type Source and Teenage Behavior Pattern Observed

Source: Adapted from Shim, Serido and Barber (2011)

As noted by Isler, Popper, and Ward (1979) small children have huge purchasing power, even though they don't spend their own money and just ask for products. On other hand, adolescents tend to be more avid consumers since they are at the initial stage of using their own money—in some cases with credit cards — and also have additional influence on family buying patterns. As surveys show, teenagers tend to be sophisticated consumers and use a variety of influence strategies on their parents (Shim, Serido, & Barber, 2011). Palan and Wilkes (1997) provided a categorization of influence strategies used by adolescents to influence the outcome of the family decision-making process. These persuading techniques

vary according to the purchase decision stage — problem recognition, information search choice and decision-making. And they tend to determine the behavior patterns observed across decision stages, as found by most of the research. Nevertheless, the use of the different techniques is not done in a separate mode, reflecting other sources of influence, as presented above (see Table 1.5).

1.6.2 TEENAGERS AND BUYING DECISIONS IN THE FAMILY

Teens exert a strong influence on elders in purchase and preference of brands and products. The purchase decision in a family is influenced by young teens because of information communication towards them.

As teens mature teens develop sophistication in garnering information processing it and developing responses to products and services. Teens’ consumer socialization according to Scotward refers to the, "process by which young people acquire skills, knowledge and attitudes relevant to their functioning as a consumer in the marketplace".

Traditional Family	"New" Family	Possible implications for teens purchase influence
Families as producers	Families as Consumers	Teens are more self-conscious.
Multi-member households	Limited member households	Households are smaller
Hierarchical relationships	Horizontal relationships	Young people are taking on more decision-making responsibility, reflecting the shift from having only

		rights to the sharing of responsibilities
Collective Values	Individual values	Teens from values as a result of intergeneration influences as well as external influences
Biological family ties	Social family ties	New bonds are established according to proximity of values: fans, clubs...
Differentiated relationships	Fused relationships	Stereotypical family decision- making forms are declining
Belonging	Isolation	Adolescences make more decisions autonomously

Table 1.4: Traditional Family versus New Family

Source: Adapted from Labrecque and Ricard (2011)

As the usage of the Internet is growing among the teens, the influence of social media & Internet is on a high. The Internet provides easy access to information and thus has altered the way purchase decisions are made in families these days. Researches indicate that teenagers are more into usage of Internet & social media for purchase related decision. Both generations agree that teens know more about the Internet than their parents, teenagers do the findings and older children have significantly more influence than younger ones in family purchase decisions. Meanwhile, online shopping has become a very convenient mode of purchasing products and services online as it provides both speed and convenience apart from ease of product comparison with respect to prices and availability of products.

1.7 CHANGING AGE DEMOGRAPHICS AND PURCHASING POWER OF INDIAN TEENS:

With 356 million, India has the world's largest youth population despite having a smaller

population than China, as per the United Nations Population Fund’s (UNFPA) report. China is second with 269 million young people, followed by Indonesia (67 million), the US (65 million) and Pakistan (59 million), Nigeria with 57 million, Brazil with 51 million, and Bangladesh with 48 million. The figure 1.6 shows the changing age demographics of Indian population wherein India’s population is growing steadily and is around 1.38 billion which is projected to take over china soon. With growing numbers of young population we already have largest number of schools around 1.5 million with approx. 260 million school goers. The figure below shows the changing age demographics, India has huge young population in age group of 10-14 years and 15-19 years of age.

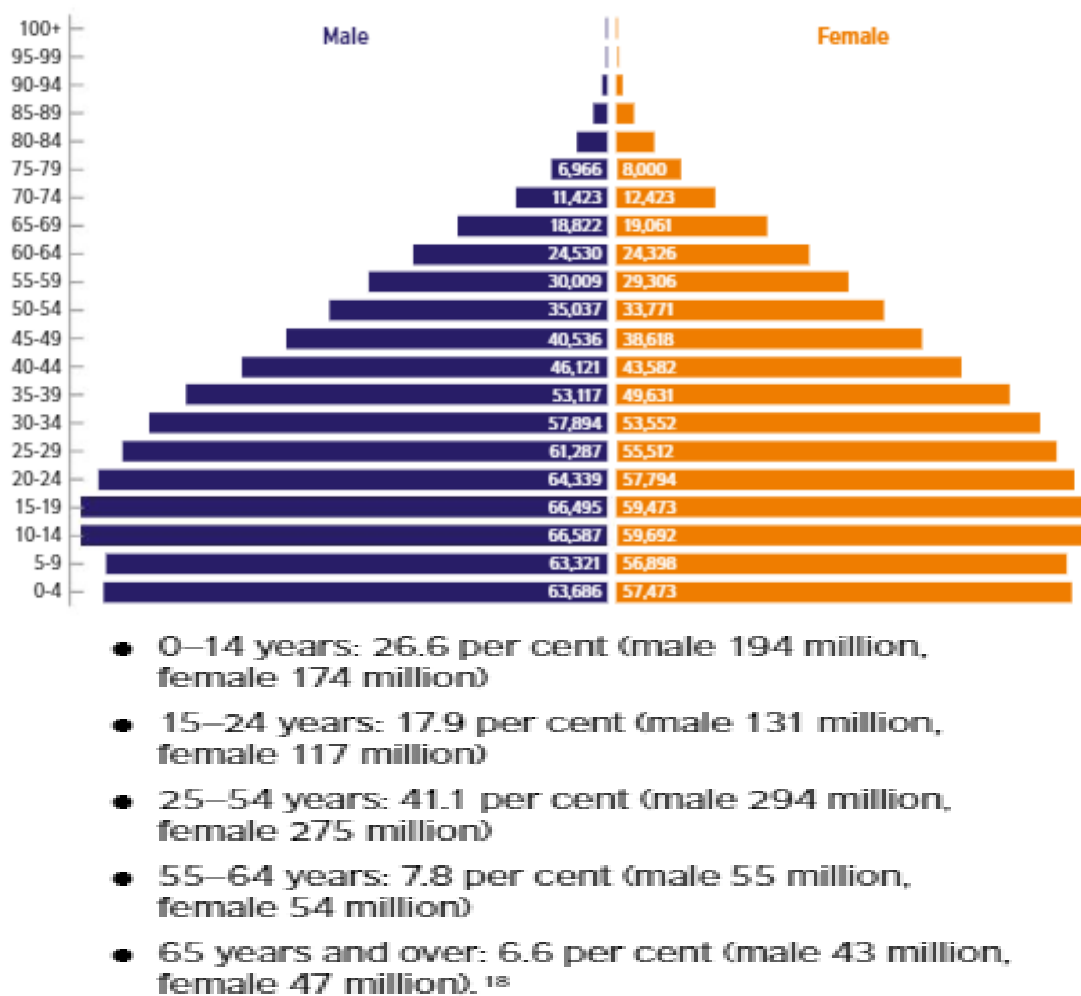
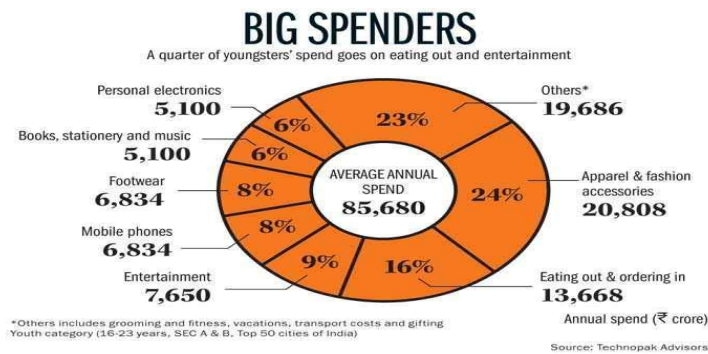


Figure 1.6: India’s changing age demographics, 2020 (Source: School education system in India; An Overview 2019, Report by British Council India).

Teenagers are also called “ net generation or cyber-teens’, due to higher use of the Internet and the fast adoption of technology in this age group (Lee, 2003, Ward, 1974). Youngsters use Internet as platform to interact in a better way or to improve daily life activities (Damer, 1998). Young people use Internet 38% more than adults. Teenagers spend less time in front of T.V. and more time on the Internet as compared to adults (Forrester Research, 2000). The rapid emergence of the social media and networking sites as a medium of communication has played a vital role in the purchase related decision and has changed the way consumers buy both in Quantity and Quality. Social Media such as Facebook, Twitter, LinkedIn or Instagram have large pool of prospective young consumers say teenagers and they are growing every day.

As the usage of Internet is growing among the teens, the influence of social media & Internet is on a high. Internet provides easy accessible information and thus has altered the way purchase decisions are made in families these days. Researches indicate that teenagers are more into usage of Internet & social media for purchase related decision. Both generations agree that teens know more about the Internet than their parents do the findings and that older children have significantly more influence than younger ones in family purchase decisions (Atkin, 1978; Beatty and Talpade, 1994; Beneke et al., 2011; Darley and Lim, 1986; Hansen et al., 2002; Jenkins, 1979; McNeal, 1969; Mehrotra and Torges, 1977; Nelson, 1978, Rust, 1993; Swinyard and Sim, 1987; Ward and Wackman, 1972).

The following figure 1.7 below shows the actual picture of Indian teenager and their purchasing power (source: Outlook business, 2007)



GETTING INSIDE THE YOUTH WALLET

Youth speak a different language and follow a different lifestyle. While the boardrooms buzz with new product ideas and business plans, MTV brings to you a peek into the moneybags of the youth. Presenting the youth money diaries with details of how they get their pocket money, how much they spend, on what they spend and how they go broke. The data is being presented as the spends by Boys (M) and Girls (F)

HOW MUCH ₹ MONEY I GET?

The data shows the %age of youth receiving money in the range per month mentioned below



HOW DO I BLOW IT?

The data shows %age of youth spending > ₹1,000 on various activities a month

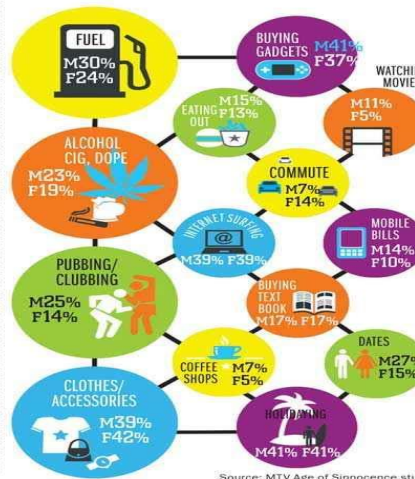


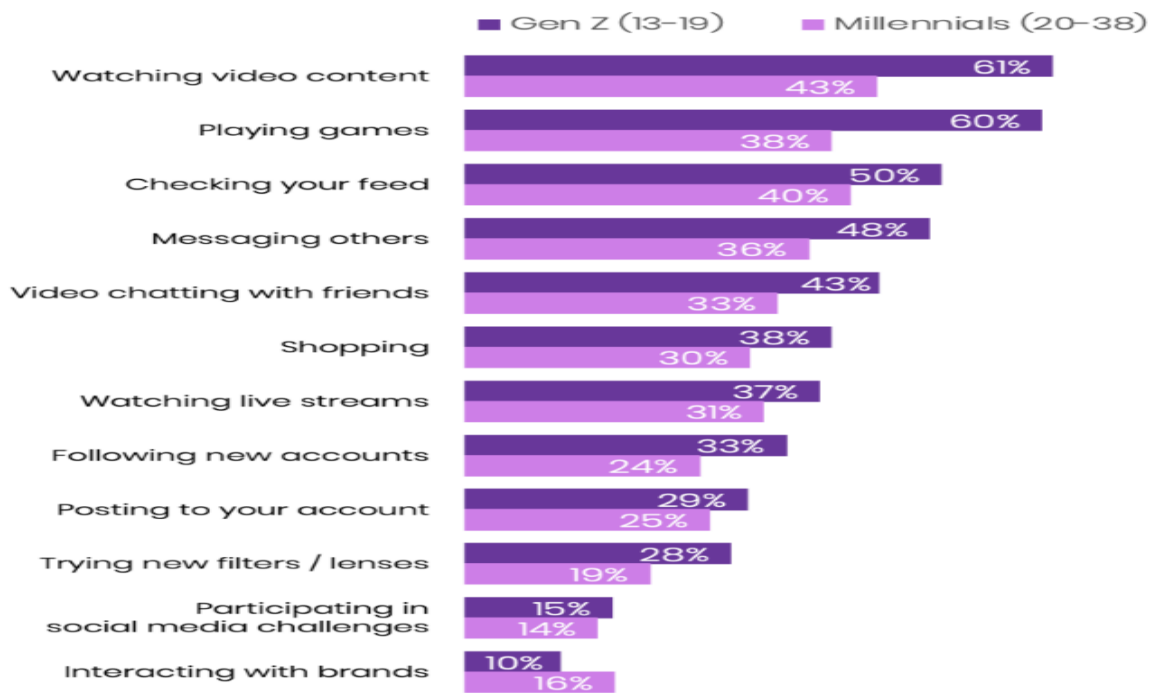
Fig 1. 7: Indian Teenagers and their Purchasing power (source: Outlook Business, 2007)

The above image clearly indicates that teenagers are a big market for sellers to tap and also that gender also plays an important role in influencing purchasing decisions of parents. There are certain products for which teenagers are more inclined towards usage of Internet and taking purchase related decision. The product categories are as follows:

- a. Mobile Phones/Smartphone's.
- b. Laptops/Desktop/Tablets.
- c. Two-Wheelers.(Bike/scooty)
- d. Television.
- e. Washing machine.

- f. Refrigerator.
- g. Branded Clothes.
- h. Footwear.
- i. Movie Tickets.

Teenagers have a different approach in terms of making purchase decision, where in parents focus more on economy; teens focus on affordability and social status. Less expensive is not necessarily the best for teens. They have a carefree attitude while making purchases, they require a trendy shopping experience with excitement.(Michman, Mazze and Greco 2003, Solomon et al. 2006, Quart 2003 and Szalai and Uhi, 2009.).



Source: YPulse Survey Data | fielded January 2021 among 1000 13-39-year-olds

Fig: 1.8 A comparison of online activities undertaken by GEN Z Vs Millennial.

The GEN Z can be seen actively involved in watching video content approx.61% of GEN Z Vs 43%, followed by playing games and checking feeds on Facebook. Internet shopping accounts to 38% of the teen’s .This covers both teenagers and adolescents. here are a

numerous literatures on how children become consumers and the main agent of socialization. These are family, peers, school, and mass media (Martin & Bush, 2000; Moschis & Churchill, 1978; Roedder-John, 1999). This electronic technology is different to traditional mass media because of its interactive ability, that is, the possibility of users interacting with a machine, virtual communities and individuals, globally (Hoffman & Novak, 1996; Shih, 1998; Steuer, 1992). Thus the impact of the Internet and social media together on teens as a socialization agent has been less examined in academic literature.

1.7.1 Lifestyle Segmentation of Teenagers

Various studies have reflected time and again the need of lifestyle segmentation across ages. Teenagers are as we are aware is not only the future market but currently also the most important market for the companies.

Lifestyle Segmentation is a type of segmentation in which the consumers are grouped as per their lifestyle. Marketers use lifestyle segmentation and studies to plan their product or service better, so that it is in line with the consumer lifestyles. This kind of segmentation is also important to decide on the message to be communicated in advertising the product or service to the target customers. The figure 1.9 depicts the various lifestyle segmentation of the teen market.

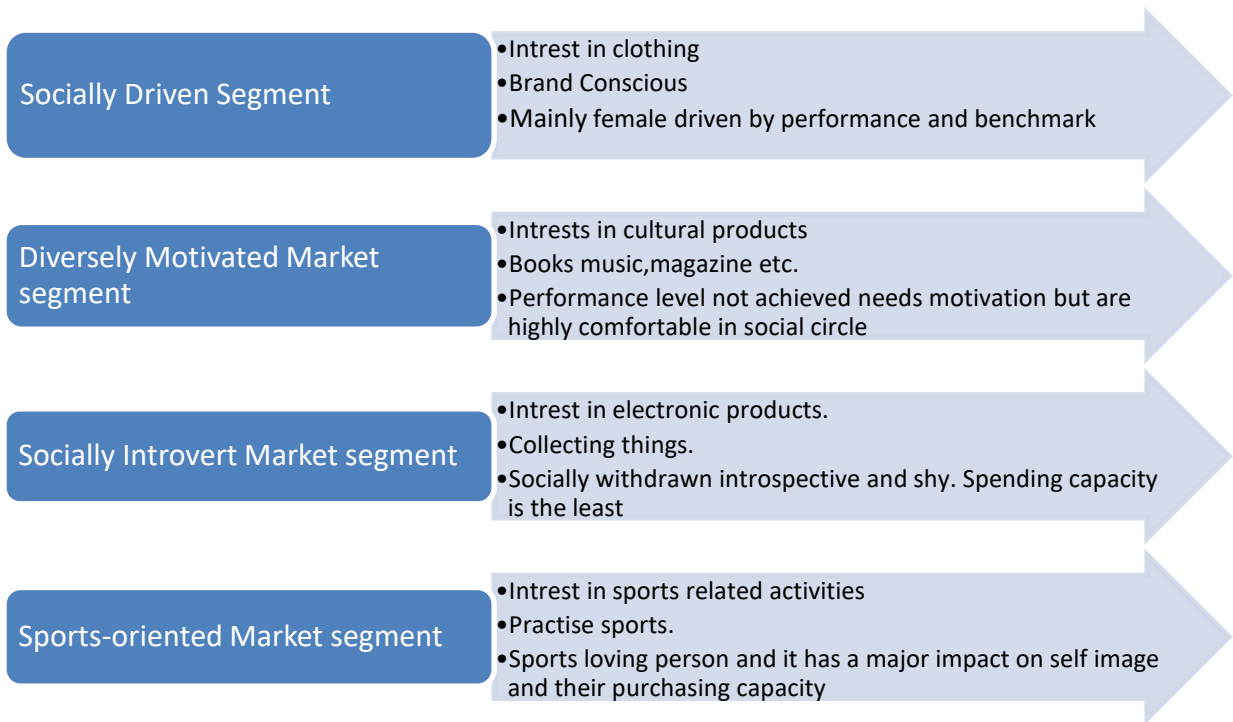


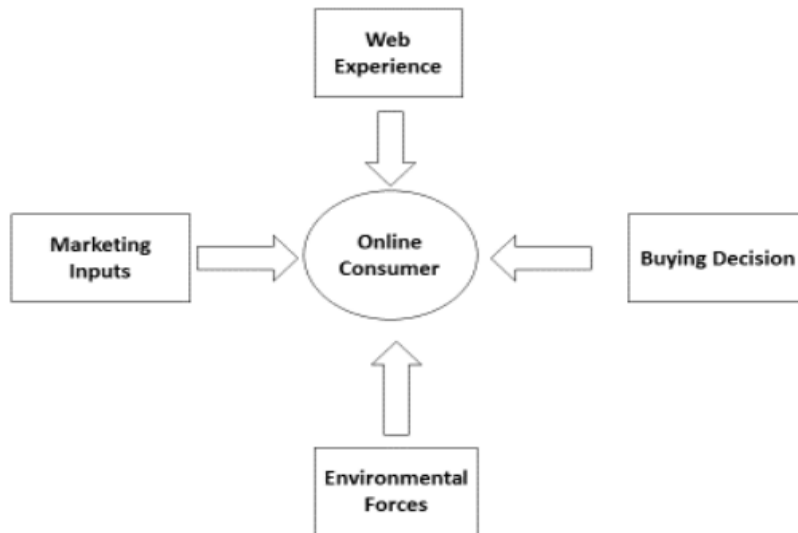
Fig 1.9 Lifestyle Segmentation of the Teenagers

Source :Michman, Mazze & Greco, 2003) (Solomon Et al, 2006) (Quart, 2003) (Szalai & Uhl, 2009)

1.7.2 Stages of Online Consumer buying decision:

Consumer buying process is a processes where in consumer undergoes various stages before the final purchase of certain products. The various stages of Online consumer buying process are as shown in the following figure 1.10:

Model of Buying Decision of online Consumer



Source: e-marketing text and cases by prof. Vinod Sople.

Source: - E-marketing text and cases by Prof. Vinod Sople, 2011

Figure 1.10 : Model of Consumer Buying Decision of Online consumer

E-commerce has created the environment in which the needs and expectations of online business customers and final consumers are rapidly changing and growing leaps and bounds with the technological growth in this digital era..The Marketing managers are facing a new challenge in form of online consumer behaviour in which it is important to choose the right marketing mix in which they discard the market space. It is very important for the marketers to know about customers and their expectations of as well as reactions to, e-commerce activities to attract and retain online customers.

Consumer buying behaviour refers to the understanding companies needs to analyze buying behaviour for, understanding buyers reactions to a firms marketing strategy which has a great success and for creating a marketing mix that analyzen the what, where, when and how consumers buy and predicting how consumers are responding to marketing strategies for

greater success. It is not possible to retain to all buyers: • It is necessary to acquire new customers continuously to rep • New customers bring new customers because at initial stage they bring potential lifetime value • Loyal satisfied customers have value for the firm because they increasing their spending over time and as satisfied customers they br which will attract new buyers.

1.8 Motivation for the study

Digital space is growing leaps and bounds and so are the social media and related tools. Internet is considered as the fastest growing medium to shop in recent times. The growth of social media has bought about a huge impact on e-commerce websites and has led to the growth of online shopping through these tools. According to Ko et al., (2004) as well as Koyuncu and Lien (2003), the Internet is a very useful tool for communication, entertainment, education, and electronic-commerce is one of the components of the digital economy. It covers goods and services sold and bought online, including transactions via platform-based companies' such as ride-hailing apps.

Rank	Country	Total e-commerce sales (\$ billions)	As a share of GDP (%)	B2B	Share of total e-commerce (%)	B2C (\$ billions)	Annual average expenditure per online shopper(\$)
1	United States	8883	46%	8,129	90	753	3851
2	Japan	2975	61	2828	95	147	3248
3	China	1931	18	809	49	1052	3248
4	Germany	1503	41	1414	92	88	2574
5	Rep.Of	1290	84	1220	95	69	1668

	Korea						
6	United Kingdom	755	29	548	74	206	2963
7	France	734	28	642	87	92	2577
8	Canada	512	31	452	90	60	3130
9	India	400	15	369	91	31	1130
10	Italy	333	17	310	93	23	1493
	Total of above	19315	36	16782	87	2533	2904
	World	29357		25516		3851	

Table1.5 : E-COMMEREC SALES: TOP 10 COUNTRIES, 2017

Source: UNCTAD.

The global value of e-commerce is estimated by UNCTAD to have reached \$29 trillion in 2017, which is equivalent to 36 per cent of GDP .This corresponds to a 13 per cent growth from the previous year. The list of top 10 countries by total e-commerce sales has remained unchanged since 2016, with the United States being the market leader. Global business-to-business (B2B) e-commerce was \$25.5 trillion in 2017, representing 87 percent of all e-commerce, while B2C e-commerce was \$3.9 trillion in 2017, an increase of 22 per cent over the previous year. The top three countries in B2C e-commerce sales were China, followed by the United States and the United Kingdom.

An estimated 1.3 billion people, or one quarter of the world's population aged 15 years and older, shopped online in 2017. This is 12 per cent higher than in 2016. China has the largest number of online shoppers (440 million), whereas the United Kingdom has the highest proportion of online shoppers to the population (82 per cent of those aged 15 years and older). Uptake in low-income economies is considerably lower, suggesting that it takes more

than wireless connectivity for e-commerce to take off. India is also among the ten countries in E-Commerce sale. Thus, factors effecting online sales, and purchase behavior of teenagers are studied across the globe.

Teens and adolescents in the age group 13-19 years, constitute 31% of total social media users in India (Statista, 2021) traditionally, if customer has to purchase something he visited several stores and also did a cost analysis. Now with the advent of digital tools, the entire shopping experience has totally changed the scenario of marketing and consumer buying behavior. This has bought about a shift in the power from marketer to customers hands. Digital media enables customers to read reviews, get information about various products, compare features and prices of products by different sellers without entering or visiting the stores. Product searched mostly online for purchase can be found online and reviews for the same can easily be seen on company pages or followers blogs. Type of product involvement also forms a part of the study .The research thus, aims at finding the role of Internet and social media across various demographical factor e.g. Age, Annual income, Gender and so on followed by extent of influence played by the Internet and social media at different stages of buying process.

1.9 Relevance of the topic

The rapid use of social media is changing the way organizations respond to consumer's needs and wants and changing the way they respond to their competitors (Mayfield, 2011).Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using social media marketing tools (Stelzner, 2010). Social media marketing is about passion, emotion and genuine expression towards a brand (Brandz, 2010). The growth of social media and by association eWOM (electronic word of mouth) has enabled consumers to interact with each other in the virtual world and to

share their perceptions and opinions of brand value (Gruen, Osmonbekov and Czaplweksi, 2005). Social media marketing thus represents communication opportunities for marketers to reach wider audiences (Kweskin, 2007) and allows for marketers to access valuable information which affects building and maintaining consumer relationships (Evans, 2010). The growth of social media has allowed for increased situational awareness in global online environments (Mayfield, 2011) thus social media marketing is playing an increasingly important role in marketing strategy (Cuming, 2008). Thus deeper review of literature has helped to find the main research gap, the young consumers and the online shopping in today's digital worlds go hand in hand as teenagers are becoming the influencers for family purchase decisions, thus companies should make strategies to tap this lot of consumer which are not only their present market but also future market as well. Therefore further insight is required to assess these teenager consumer's attitudes towards online search of product as along with E-shopping, more specifically the impact of social media as a research tool during the Teenagers consumer's decision making process.

Thus, this research study focuses on these specific research objectives which were identified as follows:

- To identify the frequency of usage of social media for purchase decision across "age".
- To identify the various attention seeking methods of Social Networking Sites on purchase decisions of teenagers across age.
- To identify effect of gender on teenager's and factors influencing purchase intentions.
- To identify effect of place in purchase decision of teenagers of Patna and Ranchi
- To identify the extent of influence played by Internet and social media in teenagers purchase at different stages of purchase.

1.10 Thesis Outline: Thesis has been divided into following chapters:-

Chapter-1: Introduction

It covers all the important research on Internet, History of Internet. Along with social media and its advent, its usage, Internet penetration, its influence on teenage consumers in world and in India as well.

Chapter-2: Review of Literature

It covers all the research done in the concerned area of the topic under study. It includes various theory of behavior along with buying decision process, influence studied in young adolescent on family decision making process and many such allied theories which provide backbone to the research work.

Chapter-3: Research Methodology

It covers research objectives, hypothesis, research framework with all details of sample size; type of research work done to collect data, area of coverage of research work of how this research work has been done to find its objective and also hypothesis of research got evaluated.

Chapter4: Data Analysis

It covers statistical tools used to find the role of teenagers in purchase decision making in cities like Patna and Ranchi. Statistical tools are used to identify factors that form the basis of decision making process for teenagers. Across age,gender,income.Along with this the product category that teenagers fall for more and usage of Internet for e-shopping and the increase in the trend of e-shopping are covered under this analysis and statistical tools such as Anova, Chi-square, are performed to achieve the desired research objective.

Chapter5: Result, Discussion and Conclusion

It summarizes all research findings and recommendation for companies associated with e-commerce to tap this future market i.e. Teenagers effectively in tier-2 cities. The research is done and the findings of this research can be used for the companies as well for their knowledge enhancement and application to their works for product modification and promotion of products for influencing purchase /buying decision process.

1.11 Summary

The growing size of teen market in India seems to be the most lucrative and attention seeking market for brands and start-ups. The modifying role of teenagers who act as influencers in family purchase decision coping up with the evolving new family structure and moving away from the traditional family structure of joint family gives the teenagers a chance to act both as influencers and sometimes even deciders in most cases. Both the generations also agree that the Gen-Z are not only very well versed with usage of Internet but also help their parents in decision making process.

Certain products are bought after intensive search using social media and thus use of Internet and social media thus play a role in purchase behavior. In-depth study of the changing age demographics along with other associated factors like purchasing power of the teens and lifestyle segmentation further adds to the diverse and huge market that teens are today.

CHAPTER - II

REVIEW OF LITERATURE

CHAPTER - II

REVIEW OF LITERATURE

2.1 Introduction

Introduction is like a gate-way and review of literature is the gate-pass for the research work undertaken by a researcher. Review of literature is a summary, analysis and evaluation of the literature. It helps in accessing the research gap and providing the scope of research already performed for a research area. While conducting literature review on a subject, various books, scholarly articles, and any other sources relevant to that subject are critically described, summarized and evaluated so as to assist in investigation of the chosen problem. Literature review is essential for laying the foundation of knowledge on the topic and further build on it. It also helps in identifying prior work on the topic thus preventing duplication. Identifying inconsistencies and gaps in research along with conflicts in previous studies and open questions left from other research helps in refining the study. It is mandatory to include those theories and concepts that underpin the chosen research in the literature review with special emphasis on the different methodologies used in analysis.

This chapter reviews the related literature for the present study. It discusses the recent internet usage convention reports, pattern of internet usage, social media and its usage among teenagers. It furthermore discusses influence of internet use on purchase behavior of teenagers, product involvement,

2.2 Literature Reviewed-An overview

During the past few years, some educationists and researchers have analyzed the concept Of teenagers' buying behavior, their attitude towards Social Media, use of Internet for

Products search, evaluation and also purchasing of various products online through Online Shopping has gathered pace in the last few years. Accompanied by influence in family Purchase/decision making process also has been studied in western countries. These Studies are related to the concept of consumers buying behavior, marketing in India and their implications. These studies, however, have been based on limited empirical evidences. A brief review of these studies is presented in the following academic journals.

Literature Review of academicians, scholarly research journal, articles etc. work as an important part of any research project, a good quality literature review forms a strong foundation, based on which information in the selected area can be extra built and extended. It recognizes the areas where further research is essential and unlocks the opportunities to expand, approve, simplify or match earlier research results and conclusions. An extensive literature review has been carried out wrapping the area of study which is provided in the following sections, leading to the section on research gaps identified. Care has been taken to ensure that the review is not restricted by a narrow geographic boundary to any country or region. Stress has been given to more recent publications in reputed international journals, as they in turn have reviewed previous work and have built on past work. The review was however restricted to publications in English language only. Literature survey helps the researcher in maintaining continuity of research. It also acts as a guide, avoiding repetition and often identifying gaps. However, some research identifies the gaps due to commercial situations in the country or area.

With a growing online market, work to make the marketing effort more effective is essential in India. This will help to continue the growth story. The value addition, of online retailing, has to be conserved. The present research aims to provide pointers to online marketers to

identify the marketing efforts and thus help the society by continuity of a service, and help in growth and development. In the development, several researchers were studied. They were focused on one or few aspects of marketing strategy. These are discussed in this chapter.

Literature reviewed-an overview

Previous studies were examined from the perspective of broad topics involved in the study. The details of literature reviewed in terms of different forms of literature like meta-analysis, PhD theses, journal articles, books, seminar proceedings, etc., are presented in the table below.

Sr. No	Broad Topic	Type of literature surveyed				
		Articles	Theses/ meta analysis	Seminar proceedings/ books	Total	Relevant to my topic
1	Consumer socialization of Children	40	3	2	45	42
2	Children's Influence &Products categories	16	2	1	15	9
3	Young Consumers and its market segmentation	13	0	1	14	10
4	Product involvement and Internet	6	1	2	9	9

Table 2.1: Summary of topic wise: Type of literature surveyed

2.2.1 Consumer socialization and Child socialization:

Children are a very important target market for the marketers worldwide. Children are considered to be powerful influencers of their parents' consumption as well as consumers with a considerable direct consumption of their own (Andersen et al., 2008). Researches show that children have influencing power for almost all product categories. Whether the product is for child's own use or the product is for family use, a child has a very strong influencing power (Belch et al., 1985). According to McNeal and Yeh (1997), children influence the three markets:

- a. **Current market:** Children spend their pocket money or money earned in order to satisfy their own needs and wants.
- b. **Influential market:** This attracts a substantial amount of parental expenditure as the children in Gen Z are growing influencers.
- c. **Future market:** This eventually will constitute all the consumers/customers of firm service.

Indian children are also gaining similar influential power. Indian children constitute of 19% of the world children population and have a very large population of children in the world and their influence is growing in leaps substantially. India's population of 1,210.19 million at the end of 2011 (Census of India, 2011); among which 362.87 million (31.1%) are under research shows that family decision making has been largely confined to spouses; they have been considered as dominant decision-making units in the family. However, the influence of family members such as children in decision -making should be studied. (Kaur and Singh, 2006). Children's influence on family purchases is directly dependent on the cultural environment of the family and the individual (Guner, Yurt, Kaplan, & Delen, 2009). According to Haynes, Burts, Dukes and Cloud (1993), the socialization agents for children can be attributed to

important attributes i.e. the cognitive factors and the environmental factors (Haynes et al., 1993). Cognitive factors are age and gender-related. Environmental factors: family, media and peers. Parents have been identified as a primary source of socialization (Chaudhary & Gupta, 2014; Moschis & Churchill, 1978; Sharma, 2017; Szybillo & Sosanie, 1977; Thaichon, 2017). Parents' influence the consumer socialization process of their children in several ways (Ward, 1974). Like parents, friends and peer group also impacts a child's consumer socialization (Mascarenhas & Higby, 1993; Moschis & Churchill, 1978). Television and the Internet are other important sources of consumer socialization for kids. Socialization is more when the child's media interaction is high (Chaudhary, Ghose, & Durrah, 2018; Moschis & Churchill, 1978; O'Guinn & Shrum, 1997). Fotis, et al (2012, p1) reminded that De Valck, et al (2009) suggested that 'the virtual communities are becoming important networks of consumer knowledge that influence consumer behaviour'. Moreover, Wertine and Fenwick (2008 p31-35) added that "consumers are more likely to be participating than watching 'stating that there has been a shift in consumer behaviour from being "consumer as viewers than consumer as participants'. Consumer purchase decision appears thus to be influenced by social media in its different stages. Laeder, James (2018) in his paper has concluded that social networking sites are so designed as to make the consumers addicted to them in such a manner that they establish the feeling of belongingness with them. This view has also been strengthened by the studies of Gao et al, 2017 and Yang et al., 2016. An extensive literature survey has been carried out on relevant research in the domains of consumer socialization, online consumer behavior, factors affecting online consumer behavior among the teenagers with respect to gender, the extent of influence of teenagers in the family purchase decision, difference between online and offline

shopping behavior, , consumer perceptions and behavior with respect to online commerce. As online retail are global in its presence and can cross the boundaries that divide the globe, international studies are also relevant as they gave perspective and insight on the methodology applied in the research. The role of the teenagers in family buying decision making is changing day by day. The reason behind this may be that there are fewer children in the family thereby influence of the teenagers in the purchase decision process is high. In rural India, the teenagers have added influence on buying decision - making of the family because of their better exposure to education and access to the latest information.

2.2.2 Children's Influence in family buying process & Products categories

Researchers have studied that for almost all product categories, children have an important role (Akteer, 2017; Martensen & Gronholdt, 2008). Children have high influence on the purchase of the product for which they are a primary consumer, like breakfast cereals, snack foods, toys, children's clothes and school supplies (Mangleburg, 1990). Children may have less influence on the products which require large money transactions like television, refrigerator, car (Mangleburg, 1990).

Children's influence in the family buying process also varies across decision stages. The Buying process has three stages: problem recognition, search for internal and external information and final decision (Davis & Rigaux, 1974). Problem recognition is the stage of need identification. Needs usually arise because of some problem, for example, your new water bottle is lost and you need to buy a new one. The Second stage is to search for internal and external information. In this stage, you start to search and gather information about potential product choices. And the last stage you decide to buy or not to buy the product you evaluated. A study by Arora, C., Diwan, S.P. (2022) examines influencing role of children in

purchase of 78 products and attempts to identify different product groups to develop an empirical framework with the help of exploratory factor analysis. The findings reveal that children play a significant role in purchase of 'school supplies' followed by 'entertainment', 'enticing', 'children education' and 'healthy items'. The influence is also evident in 'durables' product group however, it is the lowest as compared to other groups.

It is also observed whether the product is for child's own use like toys, snacks, clothes, etc. or the product is for family use like family vacation or the product is for joint consumption of household like rice, food, tea / coffee, child is having very strong influencing power.(Caruana A. and Vassallo R.,2003). Sometime due to point of purchase offers impulse buying behaviour is also witnessed by in the family buying process, and these offers are excepted by some family members as opportunity to make purchase decision.

2.2.3 Young Consumers and its market segmentation:

Market segmentation plays an essential role in understanding the behavior of people's interests in purchasing various products and services through various channels (Afjeh 2526&Darvishi, 2014). A number of researches have sought to segment consumers using their motivations for shopping. Such consumer profiling provides deep insights into the consumer psyche and subsequently into retail strategy formulation (Bloch, Ridgway, & Dawson, 1994; Reynolds & Beatty, 1999).

Dolničar (2004), concludes that there is no single best way to segment markets. Much research indicates that there are different people within the segmented groups (Rotfeld, 2007). In another exhaustive study by Dolničar (2004), different market segmentation approaches are discussed using the building blocks of data-based and common sense segmentation. Traditionally organizations used socioeconomic and demographic variables to

segment markets. Some researchers segment the market on gender, (Baloglu& Shoemaker, 2001; Kim, Lee, &Klenosky, 2000), income, (Kozak, 2002), region (Yuan & McDonald, 1990), motives, (Baloglu& Shoemaker, 2001). Being within the same age group does not mean that they are homogeneous who have the same preferences. Babin, Darden, and Griffin (1994) in their research had segmented consumers on the basis of their perceived personal shopping value. Some others have investigated the varied reasons people go shopping and focused on developing some taxonomy of shoppers based on their hedonic shopping motivations (Arnold & Reynolds, 2003; Holbrook & Hirschman, 1982). Few researchers have attempted to segment consumers on the basis of their decision-making styles (Lysonski, Durvasula, & Zotos, 1996; Sproles & Sproles 1990; Sproles& Kendall, 1986). The most identified decision-making styles in which consumers engage in shopping are rational, brand conscious, quality conscious and impulsive shopping.

Regarding children market which is getting bigger and influential, it is traditionally classified according to age. With age “children develop abilities to go beyond perceptual appearances to think more abstractly about their environment and acquire information processing skills (John, 1999). Familiar groupings have been 7-10 years “tweens”, 11-13 years “young teenagers”, 14-16 years “teenagers” and 16+ years “young adults” (Spero & Stone, 2004). Teen aged children are somewhere in between childhood and adulthood and the transition is not very simple to understand. As child moves away from childhood he/she will experience more emotional, economic and residential freedom (Jekielek& Brown, 2005). Bhatnagar and Ghose (2004) implemented a latent class modeling technique to segment web shoppers, based on their purchase behavior across various product categories. They also profiled the segments along the twin dimensions of demographics and different advantages and described that they could provide more diagnostic information than mere descriptive demographic profiling. According to Shim and Koh (2004) in their study of profiling adolescent consumer decision-

making styles based on their socialization divides young consumers as value-maximizing recreational shoppers, brand-maximizing non-utilitarian shoppers and apathetic shoppers.

India has a very huge young population. India is home to the largest number of children in the world (UNICEF, 2011). In developing countries, the corporations are experiencing the influence of children in family purchases. India particularly has seen a rapid shift in the international marketplace with increasing disposable incomes, changing living standards and very active traditional and new media revolution. Practitioners may feel the need to be more creative (Wimalasiri, 2004). Marketers need an extensive analysis of a child’s psychology and especially to categorize children into more relevant categories. Yet, there is hardly any empirical exploration into profiling teenager children.

Sl. No.	Title of the paper, article, etc. along with the Source, i.e., the name of the Journal, Magazine, Book, etc	Literature Type (Research Paper, Review Paper, Chapter of a Book, etc.)	Author/s	Publishing Year	Gist of Points gained	Linkage to own research
1.	“Consumer Socialization”, Journal of Consumer	Research Paper	Scott Ward	1974	Consumer Socialization theory predicts that communication	Pioneer in consumer socialization theory and helps

	<p>Research</p> <p>Vol. 1, No. 2</p> <p>,pp. 1-14</p>			<p>among consumers</p> <p>effect their</p> <p>Cognitive,</p> <p>affective and</p> <p>behavioral</p> <p>attitude.</p> <p>Consumer</p> <p>socialization,</p> <p>defined as the</p> <p>processes by</p> <p>which young</p> <p>people acquire</p> <p>skills, knowledge</p> <p>and attitudes</p> <p>relevant to their</p> <p>functioning as</p> <p>consumers in the</p> <p>marketplace</p> <p>(Ward, 1974),</p> <p>provides a more</p> <p>complete</p> <p>framework for</p> <p>understanding the</p> <p>development of</p> <p>consumption</p>	<p>understand</p> <p>the</p> <p>development</p> <p>of</p> <p>consumption</p> <p>symbolism.</p>
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					symbolism	
2	“Parental and teenage child influences in family decision making”, Journal of Business Research, vol. 13, no. 2, pp. 163-176,	Research Paper	Belch G.E., Belch M.A. and CeresinoG.,	1985	Parental influence and teenagers influence in family decision making is seen and plays crucial role as well.	Teenager influence with reference to family purchase decision making.
3	“Consumer Socialization Research: Content Analysis of Post-1980 Studies and Some Implications for Future Work”, Advances in Consumer	Research Paper	Ward S., Klees D.M. and Wackman D.B.,	1990	Studies post 1980’s and its implication for future in terms of consumer socialization	The last 17 years have been studied and the link between consumer socialization and other disciplines have been studied and is found to be of have a high

	Research, vol. 17, pp. 798-803,					proportion of experimental research designs, participation by many authors from diverse disciplines, and multiple theoretical perspectives
4	“Consumer Socialization: A Theoretical and Empirical Analysis”, Journal of Marketing Research, vol. 15, no. 4, pp. 599-609,	Research Paper	Moschis G.P. and Churchill G.A.,	1978	Analyzed the adolescent consumer for attitude towards advertising, stores, prices etc.	Development of several consumption-related skills as a function of variables derived from sociological and developmental theories of socialization.

5	<p>“Impact of Teenagers on Family Purchase Decisions: Considering the role of Internet,”</p> <p>IOSR Journal of Business and Management (IOSR-JBM) PP 101-105</p>	Research Paper	Fawad Saboor, Muhammad Adil Jan, Tariq Raheem, & Muhammad Rizwan	2012	<p>According to the results of the study, teenagers are good users of Internet; they find products of their choice on Internet and influence their family purchase decisions. But, there is gap of understanding between parents and children on information gathering on Internet and co-view in family purchases decisions</p>	<p>The higher the family size and the more hours the mother works outside the home, the greater the difference in the influence Perception of adolescents by parents.</p>
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6	<p>“Teen Internet mavens: influence in family decision making,”</p> <p>Journal of Business Research, 58(5), 569-75</p>	Research Paper	<p>Belch, M.A., Krentler, K.A. and Flurry, L.A.</p>	2003	<p>Just like the conceptualization to the market maven, the authors hypothesize the existence of an Internet maven— an individual who is relied upon more for providing information from the virtual marketplace</p>	<p>The teen Internet mavens are hypothesized to enjoy net surfing and have greater relative influence in the family decision-making process than their non-maven counterparts.</p>
7	<p>“Theoretical modeling of influence of children on family purchasedecision making,”</p> <p>Procedia - Social and</p>	Research Paper	<p>Adya Sharma, VandanaSon waney</p>	2014	<p>Model on Influence of child on family purchase decision and its relation to family variables</p>	<p>Helps link The model integrates these two different areas of research to develop a Conceptual</p>

	Behavioral Sciences 133,38 – 46					model to explore the relation of influence of children with respect to different factors. The model introduces the. Concept of “parent’s re-socialization”
8	“Adolescents’ Influence in Family Purchase Decisions: A Socialization Perspective,” Journal of Business Research, 18,	Research Paper	Foxman, E.R., P.S. Tansuhaj, and K.M. Ekstrom	1989	Explored family members' perception of adolescents influence in family decision-making	Children had low effect on selecting product range and price of product.

	159-172					
9	<p>“Television advertising and interpersonal influences on teenagers’ participation in family consumer decisions”.</p> <p>Adv.Consumer Res;13:181– 6.</p>	<p>Research Paper</p>	<p>Moschis GP, Mitchell LG.</p>	1986	<p>Investigated effect of TV advertising and interpersonal influences (family and peers)and social structural variables on teenagers ‘participation in family consumption decisions</p> <p>Investigated effect of TV advertising and interpersonal influences (family and peers)and social structural</p>	<p>Socialization agents and their effect on family decision process has been studied even as late as 80’s.The question still remain relevant as to the implication of socialization agents on the family decision process.</p>

					variables on teenagers' participation in family consumption decisions	
10	“The Internet :A Consumer Socialization Agent for Teenagers”	Research Paper ANZMAC 2003 Conference Proceedings Adelaide	Christina K. C. Lee and Denise M. Conroy, Cecilia Hii	2003	The purpose of this study is to increase our understanding of why adolescents use the Internet, and to explore this medium's role as an agent of socialization. It suggest that while the social learning theory provides a strong theoretical framework to understand how adolescents learn to be consumers, this framework	Learning to become consumers does not only occur through modeling, reinforcement and social interaction as posited by the social learning theory, but also participatory learning through discovery and construction,

					needs to be updated to include the unique aspects of learning through the Internet	bricolage and play.
11.	Use of the Internet and traditional media among young people	Research Paper	Chan and Fang	2007	It was found that Internet plays a prominent role among the young people in Hong Kong. A majority of respondents aged 15 to 24 spent one to three hours per day in the Internet. The main reasons for Internet usage were for listening to music and for fun. The Internet was the preferred media choice for information	Use of the Internet and traditional media among young people. It provides guidelines for marketers to reach the young respondents in a cost effective manner

					<p>driven activities.</p> <p>Magazines retained importance for entertainment and shopping activities while the television retained importance for news and current affairs. Most of the respondents found useful websites through search engines.</p> <p>Interpersonal.</p>	
12	Young consumer's influence: a study of Gulf region	Research Paper	Chaudhary, Ghouse, & Durrah,	2018	The paper studies the young Arab children and their purchase decisions and purchase influences. In this case parents are	The different socializing agents of children across different product categories

					the strongest Socialization agent followed by friends, Internet and weakest being the T.V.	leading to their enhanced pester power. Children use persuasion strategy more to pester their parents.
13	Interpersonal Communication in the Consumer Socialization Process: Scale Development and Validation.	Research Paper	Lueg, J., & Finney, R.	2007	In this study, the development and validation of a scale to measure socialization agent (family and peer) interpersonal communication regarding particular shopping channels (mall and Internet) is described. A scale is developed and tested on a sample of 1,258 high	Role of interpersonal communication in the socialization process influences in developing a consumers decision about which shopping channel is used.

					<p>school students.</p> <p>Evidence of reliability and convergent and discriminate validity is provided. In addition, validity is established relative to time spent shopping and future intentions to shop a particular channel.</p>	
14	Children's perception of their influence over purchases: the role of parental communication patterns	Research Paper	<u>Caruana, A. and Vassallo, R.</u>	2003	<p>This study focuses on the perceived influence of children resulting from the communication pattern adopted by parents. Research is conducted among</p>	<p>The socio- and concept-orientation are two predominant parental communication styles that are likely to affect the perceived</p>

					a dyad consisting of parent and child that visit a recreational site	influence that children believe they hold
15	A consumer way of Thinking: Linking Consumer Socialization and Consumption Motivation Perspectives to Adolescent Development	Research paper	Shim and Koh	2004	In this paper, consumption is central to the adolescent experience, influencing their values, motivation, and attitudes, and ultimately shaping their path toward adulthood. A review of the research on consumer socialization and motivation followed by an analysis of Bronfenbrenner's ecological model	The societal role played by adolescents is on a significant rise. They are becoming more influential, not merely as consumers of products and services but also as co-producers in the marketplace.

					as a conceptual framework to aid in understanding a consumer's way of thinking as it pertains to adolescent development.	
16	Adolescent Consumer Decision-making styles: The Consumer Socialization perspective	Research Paper	Soyen Shim	2006	Study has conceptualizes the distinct factors that is said to characterize an adolescent's consumer decision-making style from the perspective of consumer socialization.	Influence of socialization agents was associated with antecedent variables Antecedent variables, especially social structural variables such as gender, ethnicity, main reason for working,

						and the amount of parental allowance, demonstrated significant correlations with consumer decision-making styles. Antecedent variables, however, were in general found to be only distantly related to the influence of socialization agents.
17	Relationship between Socialization	Research Paper	Saraj Chaudhary and Ajay	2015	This paper studies the Indian teenagers'	The study supports that the results of

	Agents and Consumer Decision Making styles: An Indian Teenager Perspective		Kumar Dey		decision making style and relation between various socialization agents. The socilization agent e.g :Parents,Peers, Internethave varied effect on decision making pattern of the Indian teenagers and to measure the consumer decision making styles (CDMS).	this paper which indicated that eight consumer decision making styles exist.
18	Impact of the Internet on teenager's influence on family. Young consumer: Insight and ideas for responsible	Research Paper	Kaur,A& Me dury,Y	2011	The study finding indicates that the teenagers of urban households do have influence on family purchase decisions	The results and findings are in line with our research and show that the Internet does have contemporary

	Marketers					influence on consumer socialization of children and impact the teenage involvement in family purchase decisions.
19	Getting more likes: The impact of narrative person and brand image on customer-brand interactions.	Research Paper	Chang,y.Li,Y an,j.,&Kumar,v	2019	This study offers theoretical contributions to research on advertising content strategy and advertising language on social media, and it holds practical implications for marketers launching in-feed social ads on	Social media and ad contents and effect on adolescent influenced by narrative person match brand image generates more likes on Facebook.

					social media.	
20	The future of social media in marketing	Research Paper	Gill Appel, Lauren Grewal, Andrew T. Stephen	2020	In this study the researcher focuses on where they believe the future of social media lies when considering marketing-related topics and issues.	In terms of marketing perspective, the Omni-social nature of the present environment suggests that virtually every part of a consumer's decision-making process is prone to social media influence
21	In mobile we trust: The effects of mobile versus non mobile reviews on consumer	Research Paper	Grewa,L.,&Stephen,A.T.	2019	This paper studies the effect of mobile reviews on consumer purchase intentions. How	Mobile reviews about product and brands do affect the purchase intention of

	purchase intentions.				mobile devices influences consumers' perception of online reviews and their purchase intentions.	the consumer.
22	Role of Social Media in Consumer Decision making Process.	Research Paper	DrSapnaDadwal,Ritu Malik	2019	This paper intends to find out the role of social media in consumer decision process.	Consumer's behavior towards social media and various factors influencing purchase decision of consumers is studied and it is seen that consumers use social media at various stages of purchase

						cycle to derive benefits out of it.
23	Culture and Consumer Socialization effects on adolescent's influence on purchase decision of adolescents clothes.	Research Paper	João Paulo Baía	2021	This paper considers the adolescents an active element in family purchases, with and important role in decision making for oneself.	The influences of the individualism-collectivism' and power distance' national cultural constructs, and consumer socialization effects in adolescent's influence in clothes for their own use' purchase decision.
24	Culture and consumer	Research	João Paulo Baía	2021	This research focuses on	The adolescents

	socialization effects on adolescent's influence on purchase decision of adolescents in Family purchase decisions of Mobile Phone.	Paper			various cultures as expansion by firms globally in various different markets requires them to study cultures of those places .Moreover, family is the most important unit of consumption for Marketing Manager.	are an active influential market in the mobile phone section within the family, and so marketers should adopt strategies that reflect the adolescent's relative importance in those decisions.
	Consumer socialization in childhood and adolescence: Impact of psychological development and family structure.	Research Paper	Monali Hota, Fabian Bartsch	2019	The children grow up and become consumers; their processing of cognitive and social stimuli depends on their age and family	Consumer socialization processes vary with children's ages (early childhood versus adolescence)

25				<p>structure. Parents, peers, and mass media function as socialization agents and constitute the social environment in which children learn to become consumers. Consumer socialization processes vary with children's ages (early childhood versus adolescence) and family structures (nuclear vs. stem vs. extended).</p>	<p>and family structures (nuclear vs. stem vs. extended). These findings add further insights and nuance to extant considerations of consumer socialization in developed markets.</p>
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Table 2.2: Literature review on role of social media and Internet on purchase decisions of teenagers are provided herewith:

2.3 Research gap Identified:

Research gap is the gap in the knowledge of the field of study. Research is an investigation; a quest to find something; prove or disapprove a hypothesis. Every research project must attempt to fill in some piece of information missing in the literature. If gaps are not identified the study cannot be considered as novel research. The gap refers to the area that has not yet been explored or is under-explored. Gap could be in terms of size, type, location of population, research method, data collection and/or analysis, or other research variables or conditions.

- The above literature review shows that a wide variety of research has been conducted in various dimensions but limited study has been conducted on teenagers especially in eastern part of India. Both urban and rural areas of the eastern states are still unexplored.
- The literature review suggests that the Influence of medium of communication has been discussed mostly in relation to TV& advertisements. Studies have been conducted considering effect of Internet and social media mostly over adolescent age bracket 18-22 or children of age group 8-12 mostly. Teenagers aged 13-19 has limited studies in relation to both Internet and social media.
- The influence of the Internet and social media as a socialization agent has been less examined in academic literature on school going students. Limited studies have studied role of age, gender, annual income, place have on the online purchase decision of school going teenager's .
- Studies have been mostly been carried out keeping in mind the impact of social media on Final purchase decision. Limited studies considers all Five consumer decision process and take into consideration impact of Internet and social media on all five

stages.

2.4 Conceptual Framework based on Literature review and Research gap:

The phenomenon of consumer socialization in teenagers along with consumer decision process is a complex process and is vast in nature. The close study of literature review reveals that it involves a number of stages wherein the journey of how a teenage consumer is socialized and involves a number of factors that affect its socialization and is primarily involved in decision making pattern of Indian Teenagers. These various socialization agents namely Age, Gender, Residing Place, Types of Product and services involvement along with influence of Parents, Peers, Newspapers, Radio, Internet and the recent and the most trending channel in line is the Social Media on the purchase decision..All these agents are vastly studied except for social media which is comparatively a newer channel of socialization among the teenagers .The other agents of socialization have been studied primarily over decades now.

Traditional learning theories of socialization assumed that a developing child is a passive recipient who is non-reactive in the learning process, and to the exposure to the socializing agent, such as media, directly influences attitudes (Moschis and Churchill 1978, Villiani2001).There are various channels that help in the developing a consumer e.g. Parents, Peer group, Shopping Malls, Internet and Social media both real and virtual that influence a developing consumer. The Internet allows the teenagers to participate in the learning process; users are able to assimilate their understanding by trying things out. Thus, the researcher is of the opinion that with growing digitalization in our country and with high numbers of youth that forms a major part of teenager population in the country a study should be done with the purpose of increasing our understanding of *why* adolescents use the Internet and to explore

the role of Internet and social media as a socialization agent. We see that the social learning theory provides a strong theoretical framework to understand teenagers wherein teenagers learn to become a consumer; this framework needs to be updated to include unique aspects of learning through the Internet. The urban cities have shown a remarkable growth in terms of digitalization .Specially during covid times when everything has gone online. The study provides empirical evidence relating to teenagers’ perceptions and behavior in the virtual world on Internet as consumers, which remain under-research in the marketing literature.

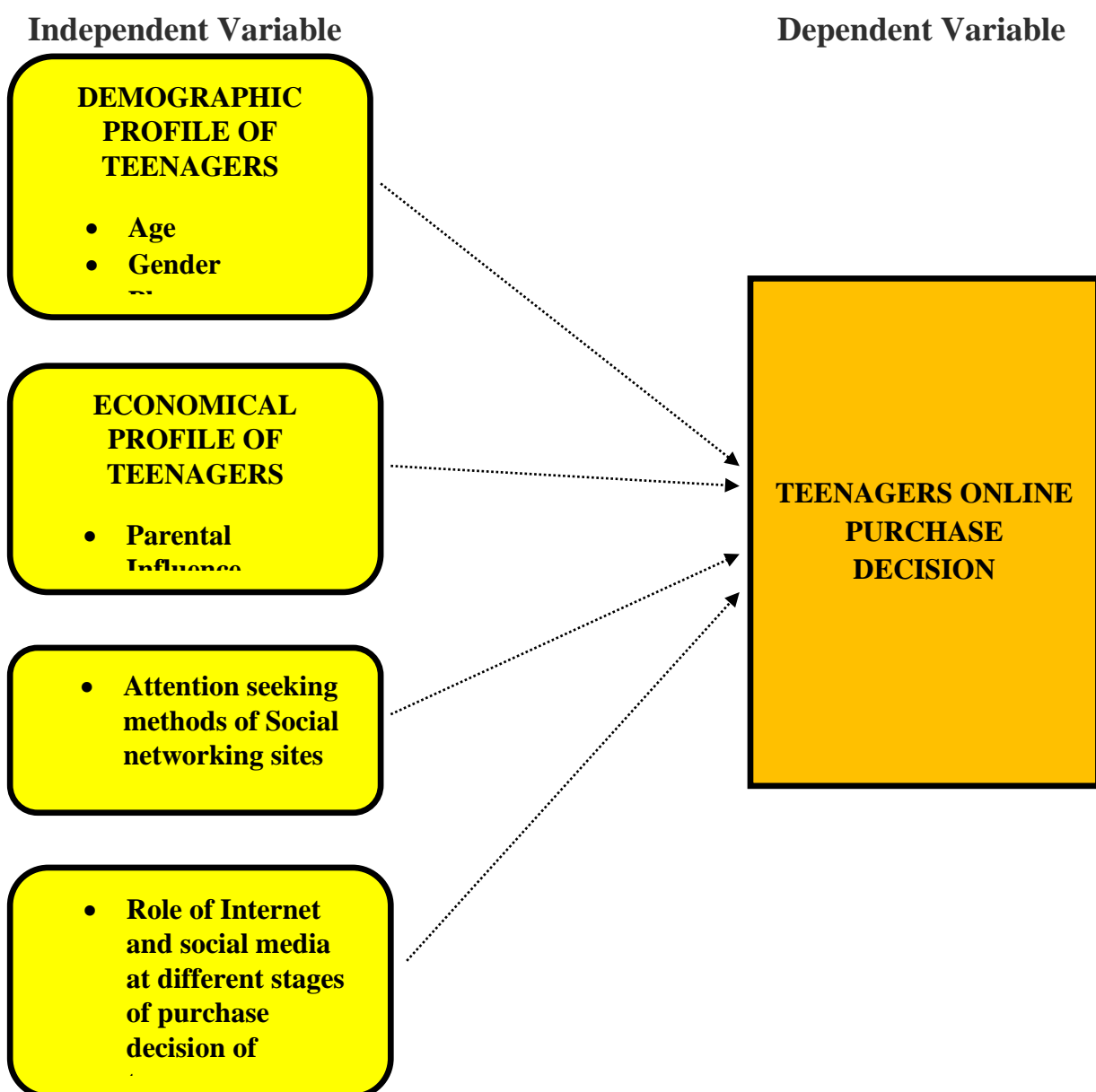


Figure 2.1:
CONCEPTUAL FRAMEWORK OF THE STUDY

2.5 Summary:

The various studies that have been conducted across the globe are more concentrated on bigger cities having good Internet penetration followed by better exposure for the teenagers. Teenager's ability to use new digital tools like Smartphone, laptop and other gadget has also increased their exposure towards digital online platforms which help them carry out their purchases

Teenagers are also the center of any household purchases, with the advent of online shopping and digital tools to accesses them teenagers are an important source of decision making in Indian households nowadays. Literature review has been done in regards to several related topics like Teenagers and consumer socialization, Children's Influence & Products categories, Young Consumers and its market segmentation, Product involvement and Internet in this chapter. Each topic forms a part of this research work which tries to find the influence of Internet and social media on teenagers. Research gap identified that influence of medium of communication has been explored with Internet and social media along with T.V and advertisements in teenagers mostly in tier 1&2 cities, followed by increased exposure of teenagers to various gadgets and gizmos that help them carry out purchases online. Type of products that are purchased mostly by teens using new age gadgets like Smartphone and its high usage clearly relates the influence of Internet and social media in purchase decision of teens.

CHAPTER – III

RESEARCH METHODOLOGY

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction:

Research in common language refers to search for knowledge. Research is a scientific and systematic way of investigation that helps to identify select, process and analyze information about a specific topic. According to Rajasekaret. al. (2006), research is a logical and systematic search for new and useful information on a particular topic.

3.2 Research Flow:

This research follows the sequential and systematic steps of analysis and field survey. The research objectives were to formulate thorough review of the literatures, in order to study past research work in the same field. It is also required to find limitations, gaps and directions based on previous work for further research. Hypotheses were developed based on the objective of the research. In the next stage, a methodology was confirmed which contains the development of research tools in terms of well-structured questionnaires.

3.2 .1 Stages of Research process:

There are a variety of approaches to research in any field of investigation, irrespective of whether it is applied research or basic research. Each particular research study will be unique in some ways because of the particular time, setting, environment, and place in which it is being undertaken. Any kind of research thus includes the following steps as enumerated

below.

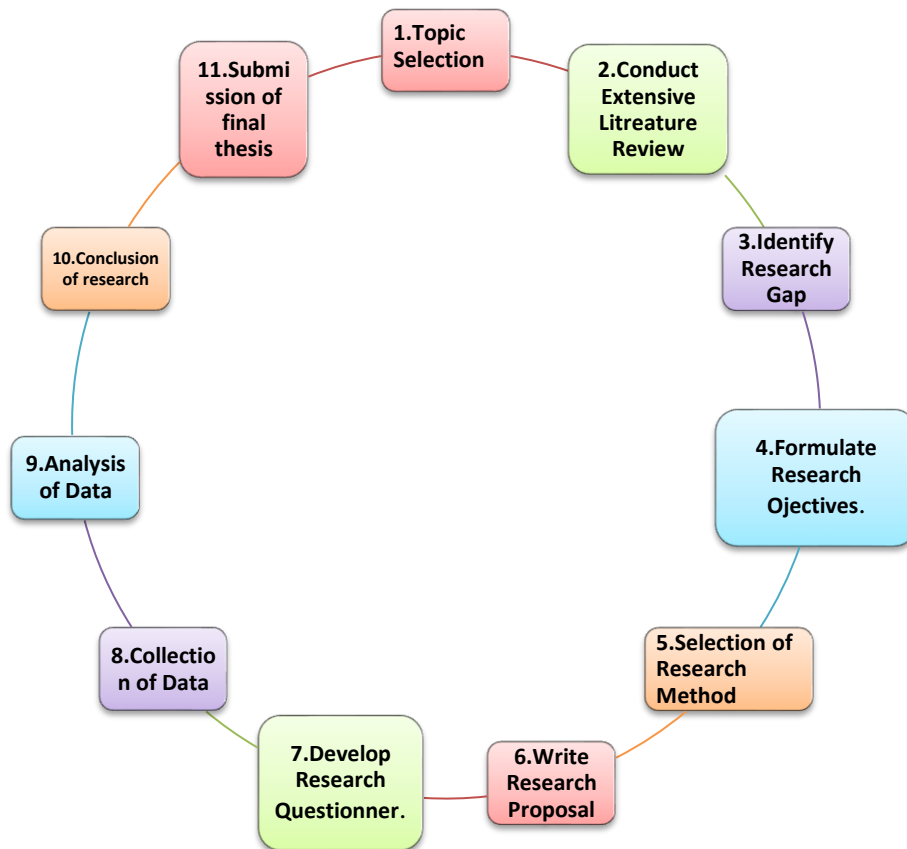


Figure 3.1: Stages of Research process

Following 11 steps are taken during the process for any research work this makes the process easier and systematic.

3.2.2 Research Gap:

The topic of research is role of Internet and social media on purchase decision among teenagers. A study in Tier-II cities like Patna and Ranchi has been undertaken by the researcher. The maximum studies until now as illustrated in review of literature shows that urban cities and mostly cities of North India and South India have been undertaken for studying the impact and role of Internet and social media on teenagers' socialization and purchase decision in family. Lesser studies have been done in Patna and Ranchi. Many

research papers have explored the role of Internet and social media with respect to age, gender, Income of parents and other demographical factors. But lesser studies in capital of two most important states of eastern region along with other supporting factors this study shall attempt to reveal the various demographical factors along with Economical factors that influences the purchase decision among teens of Patna and Ranchi. Other factors that are considered which do influence the purchase decision of teens are online peer communication, social networking groups, Brand/company pages online and several other factors. In-depth literature reviews reveals the growth of social media and Internet as a key to teenager socialization and teen profiling remains a challenge along with several other factors e.g.; Brand interaction through social media page, online social groups of brand influencers along with cultural effect on teen socialization. This study focuses mainly on influence of Internet and social media on purchase decision of teenagers and the effect of various independent variables on the purchase decision of teenagers.

Based on the literature review, there are various research questions that arise in mind .After analyzing the research Gap it can be said that the study of purchase decision of teenagers in Patna and Ranchi seems to be complex and challenging due to many reasons.

- Research available considers influence of social media and Internet on teenagers as a factor for decision making among teenagers in Patna and Ranchi.
- The research papers available in this demographic adopt a comprehensive approach of studying teenagers in eastern India due to lesser availability of exact data and studies that focuses less on influence of social media and Internet.
- Other consumer socialization agents like T.V, Radio, Newspaper, other visual media have been dealt with great depth over the years.

3.2.3 Research Questions:

From the extensive literature review discussed in the previous chapter, the study attempts to find relevant answers to some research questions that are enlisted below, the studies in regard to role of Internet on teenagers purchase behavior, consumer profiling of the adolescents have been studied the least in the eastern region of India and thus, the following research questions needs to be addressed

Q1 What is the frequency of usage of social media on purchase decision of teens across “age 13-18”?

Q2.How does age effect the Teenagers purchase decisions?

Q3.What is the impact of various attention seeking methods of social network sites on teenage purchase decision?

Q4.How does gender affects the teenagers purchase decision and the role of Internet and social networking sites in online purchase decision process?

Q5.Does place has any significant effect on purchase decision on teenagers using various social media platforms?

3.3 Research objective:

The research objectives of this study are as follow:

- To identify the frequency of usage of social media for purchase decision across “age”.
- To identify the various attention seeking methods of Social Networking Sites on purchase decisions of teenagers across age.
- To identify effect of gender on teenager’s and factors influencing purchase intentions.
- To identify effect of place in purchase decision of teenagers of Patna and Ranchi
- To identify the extent of influence played by Internet and social media in teenagers purchase at different stages of purchase.

3.4 Research Hypotheses: Based on the objectives the following set of 5 hypotheses have been framed, to achieve the objectives mentioned above, which will be tested and conclusions will be drawn on the basis of the test results. The hypotheses are as follows and were tested. The Null Hypotheses adopted for the research study are as follows:

H₀₁: There is no significant difference in the frequency of usage of social media for purchase decision across “age”.

H₀₂: Attention seeking methods of Social Networking Sites has no significant effect on purchase decision across ages.

H₀₃: There is no significant effect of gender on teenager’s varied reasons for online purchase decision.

H₀₄: Place will have no significant effect on purchase decision and will depend on role of social media on purchase decision of teenagers online.

3.5 Area of Study: The research area explored in the study and the parameters within which the study will be operated in are provided in the table below:

Place of study	Total number of students (students of class 7-12)
Patna	266400 Approx.
Ranchi	104000 Approx.
Total	3, 70,400Aprrox.

Table 3.1: Research area explored in the study

Source: Education, Schools in Cluster | List of Schools in Cluster, Patna District (Bihar) and Ranchi (Jharkhand).

3.6. Research Design

The research design in the following study is **Descriptive and Causal in nature**.

Descriptive research is a Pre - planned and systematic research (Malhotra & Dash, 2010). It has clear research problem statement, Research objective is detailed and Research Hypotheses is also specific and detailed information is needed.

This research is descriptive in nature as this tries to find the factor for role of Internet and social media in relation to teenagers in family purchase decisions. A causal research is also a conclusive research where the major objective is to obtain evidence regarding cause-and-effect (causal) relationship (Malhotra & Dash, 2010). This research is a causal research as this tries to find the influence of Internet and social media on purchase decision of teenagers.

3.7 Data collection methods and Tools:

- Data for the study has been collected using Primary and Secondary Sources. The Primary data for the study has been collected using the survey method. Secondary Data has been collected from Journals, articles, Books, Magazines, Internet etc.
- Teenagers of Patna and Ranchi have been selected from the 10+2 private co-educational schools from each urban centre. Thus a total of 10 schools have been considered for research work. C.B.S.E board schools have been selected for research work.
- The target group includes teenagers from classes VII-XII. The reason for selecting these classes were according to age classification in correspondence of level of education as mentioned in the report of Education statistics at a glance by Ministry of Human Resource Development India (2013).

*Age group	Corresponding level of education
6-10 year.	Primary(1-V)
11-13 year.	Upper Primary(VI-VIII)
14-15 year.	Secondary(IX-X)
16-17 year.	Sr.Secondary(XI-XII)
18-23 year.	Higher Education.

Table 3.2: Age Classification in correspondence to level of education

(Source: MHRD, Report 2013)

3.8 Questionnaire Designing Process

In the current research, mostly quantitative primary data collected through personal interview with teenagers of age bracket 13-19 years were conducted through a survey designed in the form of a questionnaire which is pre tested first by doing Pilot study in the study area i.e. Patna and Ranchi, then a final set of questionnaire was designed and students from across ten schools from both the centers were asked to fill it in person. Questionnaire is the most convenient and effective method to collect data from a large population, hence it is chosen for this study. A series of statements are designed for each variable .The survey questions are designed in simple language which is understandable to the respondents. The survey document is formatted in a way to ensure content is conveyed to participants. Care is taken to avoid repeated questions to not lose respondents' interest. The secondary data were collected from various Social Websites, Literature Review, National, International Journals and various thesis and Books from related topic were studied.

3.8.1 Questionnaire design for Teenagers.

The questionnaire is sub divided into three parts which are as follows:

First part: Respondent Profile

The questions which are designed for teenagers starting with some generic and personal information of the customers that is Name of customer, Age, Gender, Education, Pocket Money, Annual Income of Parents etc.

Second part: Internet Usage Pattern

The second parts of the questions were related with the Internet users who are using Internet on mobile/Laptop/Desktop or any other source. Questions are related to teenagers' usage pattern of Internet and social media and its influence on purchase related decision. Ranking Questions are put up for teenagers to rate their preferences in terms of products, services they use more while using Internet and social media as source of information.

Third Part: Internet and social media usage motivational scale

The third part of the questions are related with the information about Internet and social media marketing and how teenagers are using social websites and other e-commerce website which are used mostly for E-shopping .Moreover questions related Internet usage and other related questions about preference of e-shopping over offline shopping comparisons and other related questions have been framed. Purchase related decision in decision making steps is also evaluated.

Types of Questions: The Questions were structured and none disguised. Likert's 5 Point type Scale has been used to identify various objectives mentioned in the Hypotheses.

3.9 Sampling Design:

3.9.1 Population : Population of the study consist of teenagers belonging to the age group 13 to 19 and are living in the Capital city of Bihar i.e. Patna and Capital city of Jharkhand i.e. Ranchi. Numbers of valid responses from both the centers are as mentioned in table 3.3 a and Table: 3.3 b below. As the respondents involved were mostly minors less than 18 yrs of age. Thus, as per the ethical screening of the respondents registered responses it was made accepted by both the researcher and the school authorizes to keep the sanity of the work as the respondents were Minors mostly. Thus the school that participated in the research was primarily co-educational, comprised of 10+2 Pattern, school were of C.B.S.E board. In both the centers we did receive questioners that were not filled up to the mark and thus, were screened and not included in the study.

CITY	Schools	Class 7	Class 8	Class 9	Class 10	Class 11	Class 12	Total	Surveyed students	Valid Responses Registered
PATNA	D.P.S East	7	7	7	7	7	7	42	246	207
	St.Xavier School	7	7	7	7	7	7	42		
	D.A.V Public school	6	7	6	7	7	6	39		
	St.Michaels High School	7	7	6	7	7	6	40		
	Loyola High school	7	7	7	7	7	7	42		
RANCHI	D.P.S Ranchi	7	7	7	7	7	6	41	154	130
	D.A.V Shymali	7	7	7	7	7	6	41		
	D.A.V Hehal	7	7	7	6	7	5	39		
	Surender Nath Centerary	7	7	6	7	7	6	40		
	Army School, Bariyatu	5	6	5	6	6	6	34		
TOTAL									400	337

Table 3.3 (a): Sampling unit of target cities

Out of the registered 337 responses data cleaning was done and seven more responses sheets are considered in valid because of non- appropriate /Invalid.Thus, the final valid response registered was 330. And this becomes are final sample for research.

City	Age(years)	Female	Male	Total
Ranchi	13-19 years	62	68	130
Patna	13-19 years	72	135	207
Total =337.		156	181	337
New Total 337-7*=330				
(*7 invalid questioner)				

Table 3.3(b) : Number of responses registered in schools of target cities.

Patna-It is the capital of the third most populated state of India. According to the census2011, Patna has a population of 58, 38,465 and of which male and Female are 3,078,512 and 2,759953 respectively. Following Table shows sex wise population of Bihar and Jharkhand by Age are as shown in table 3.3.

Ranchi –It is the capital of the state Jharkhand. As per the Census 2011, the **total Population of Jharkhand is 3.3 Cr.** Thus the population of Jharkhand forms **2.72 %** of India in 2011. Jharkhand has total population of 32,988,134 in which males were 16,930,315 while females were 16,057,819.

Table Sex wise projected population of India for age 13to 19 years (in '000)									
		Year	13	14	15	16	17	18	19
Person	Bihar	2021	2,809	2,788	2,785	2,791	2,770	2,721	2,644
Male	Bihar	2021	1,426	1,425	1,433	1,440	1,435	1,416	1,386
Female	Bihar	2021	1,383	1,362	1,352	1,351	1,335	1,304	1,259
Person	Jharkhand	2021	799	796	796	801	801	798	791
Male	Jharkhand	2021	404	404	405	408	409	408	405
Female	Jharkhand	2021	395	392	391	393	392	390	386

Table3.4: Sex wise projected population of India for age 13 to 19 years (in '000) for yr 2022.

(Source- Based on Report of the Expert Committee on Population Projection, Ministry of Health and Family Welfare, Government of India, July 2022)<https://main.mohfw.gov.in/documents/reports>.

- **3.9.2 Sampling technique:** The researcher selected ten schools from Patna and Ranchi following the sources obtained through random online search. **Purposive sampling** was opted for data collection. In each center the questionnaire were distributed by the researcher herself and a total of thus 330 valid responses were collected and considered apt for data analysis and result was drawn out of it.

Non-probability sampling was done to collect the data from teenagers' students of age group 13-19 years from both Patna and Ranchi. Cooper et al. have described non-probability sampling as arbitrary and subjective (Cooper et al., 2013). The sample was selected subjectively, so when it is done with a pattern or scheme in mind. **Purposive sampling** was adopted to select respondents from the teenager's categories aged 13-19 years. Designed to achieve a sample that will suffice the research question. Sampling to achieve comparability across different types of cases on a dimension of interest

3.10 Sampling Unit:

The sampling unit comprises of:

- a. Boys and Girls who have completed 13 years but not 20 years of age
- b. Uses Internet or social media for at least 1 hour per day (on average)
- c. Has access to Internet connected desktop / laptop or Smartphone. In each center male and females would be in equal proportion.

These were the mandatory inclusion criteria required for data collection.

3.10.1 Sample size:

The sample size (n) calculated is according to the Cochran's formula:

$$1. n = z^2 * p * (1 - p) / e^2$$

$$2. n \text{ (with finite population correction)} = [z^2 * p * (1 - p) / e^2] / [1 + (z^2 * p * (1 - p) / (e^2 * N))]$$

Where:

n is the sample size,

z is the z-score associated with a level of confidence,

p is the sample proportion, expressed as a decimal,

e is the margin of error, expressed as a decimal,

N is the population size.

$n = [Z^2 * p * (1 - p) / e^2] / [1 + (Z^2 * p * (1 - p) / (e^2 * N))]$. At 95% confidence level has been considered for calculation of sample size in view of less chances of variability and value of $e = 0.05$ for this precision. Where: $z = 1.96$ for a confidence level (α) of 95%, $p =$ proportion (expressed as a decimal), $e =$ margin of error. $z = 1.96$, $p = 0.3$, $e = 0.05$

$$n = 1.96^2 * 0.3 * (1 - 0.3) / 0.05^2$$

$$n = 0.8067 / 0.0025 = 322.694$$

n ≈ 323

The calculated sample size is equal to 323.

The calculated sample size (with finite population correction) is equal to 323. Sample sizes include the selected ten schools of Patna and Ranchi 10 schools of Patna Bihar with Top Level Of Education | BSEB Portal Top 10 & Best Schools of Ranchi, Jharkhand 2022 (bestindianschools.in) and thus, a total of 400. Questioners were circulated and responses registered were approx.337. **Approximately 187 respondents from Patna and 150 respondents from Ranchi. A total of thus 330 valid responses was registered ,hence 330 was sample size considered apt for data analysis and result was drawn out of it.**Non-probability sampling was done to collect the data from teenagers' students of age group 13-19 from both Patna and Ranchi. *Purposive sampling* was adopted to select respondents from the teenager's categories aged 13-19 Years. This study was designed to focus on individuals who can be classified as social media active users and have the experience to buy specific brands/products on one of social media platforms. The population proportion is considered as 0.3(i.e=30%) ,as the study is about teenagers and around 30% of the population of Patna and Ranchi is considered as youth of age 13-19 yrs. 32% (120 million) are children below 18 years of age and around 10% (36.5 million) are children below six years. As per reports of PWC,2015.

Table 3.5: Details of primary data collection

Particulars	
Primary data collection method	Personal interview method using questionnaire
Total number of schools considered for study	5 from each centre
Total no. of Questionnaire administration in person in both the centers.	400
Total number of valid responses received. Sample size	330

3.11 Pilot Study:

A pilot study was conducted taking about 40 respondents inclusive of both the centers i.e. Patna and Ranchi of the teenagers who study in the private top five co-ed schools in urban region of the centers to be studied.

The flat pilot study sample size rules of thumb for Two-Group Studies —Birkett and Day (1994) suggested 20 for internal pilot studies. Browne (1995) mentions that the use of 30 is common place at the time Kieser and Wassmer (1996) 20 to 40 Use when main trials are between 80 and 250 and using UCL. Julious (2005) 24 Recommended minimum of 12 subjects per group. Sim and Lewis (2011) ≥ 55 Use for small to medium effect sizes to minimize combined size. Teare, et al. (2014) ≥ 70 Based on an extensive simulation study. Note: These rules of thumb for two groups can be adapted for single-group or multi-group studies by multiplying the recommended pilot study sample size by an appropriate adjustment factor (e.g., 0.5 for a study with only one group or 1.5 for a study with three groups, etc.)

The technique of data collection refers to tools/methods of selecting the units for data. In the broader sense, Sample technique was used for selection of units in the process of collecting data from these centers. The sample size is of 40 teenagers of the populations were selected for the pilot study inclusive of both the centers. The questioner includes demographic profile of students and also includes the following factors that form a part of further discussions and results are drawn accordingly. Data has been collected from Primary Sources. The research method used to collect primary data was surveyed via a well- structured questionnaire. Likert's 5 Point type Scale has been used to identify various factors mentioned in the

Hypotheses. Secondary Data has been collected from Journals, Books, Magazines, and Internet etc.

3.12 Statistical Methods and Tools used:

Using SPSS software the data was processed, edited, classified and tabulated for the purpose of analysis. Analysis was done at two levels, first at the macro level a general trend observing teenage behavior was analyzed and identified. At the second level teenager and their buying behavior were judged using their behavior and were linked, hypotheses were then tested. Various statistical tools from Chi-square, Anova, Cross tab have been used to test Hypotheses established dependency and relationship between identified variables.

Hypotheses was tested with the help of the survey designed with the help of a questionnaire which was designed after the pilot testing which had been floor tested and then reliability of the same was test using Cronbach's alpha which was as follows,

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.853	0.854	19

Table 3.6: Reliability Statistic showing Cronbach's Alpha Value. Source: Spss output.

The Cronbach’s alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A “high” value for alpha does not imply that the measure is one-dimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is one-dimensional, additional analyses can be performed. After the pilot study was completed with

certain modifications in questioner the data collection began. The responses of the teenagers were recorded in hardcopy and were used as input to the SPSS table for further analysis. Survey was limited to ten schools the both cities of Patna and Ranchi. The experience of interaction with teenagers at test centers and experts in relevant fields during data collections were also used as inputs and analysis during the pre and post survey analysis. The data was collected in March 2019 to September 2019 and data was entered in SPSS.

Cronbach's Alpha Test Result	Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3.7: Cronbach's Alpha result interpretation (Glen. 2021)

3.13 Statistical Method Used:

The research followed a systematic flow of sequential and systemic flow of study. An exhaustive study was under taken by means of literature review was carried out. Further research objective were formulated which further led to the formulation of research Hypotheses. Then the Hypotheses were put to test to study past research work in the domain to understand their findings, limitations, gaps and directions for further research was undertaken. The hypotheses were formed for achieving objectives and research methodology was finalized, including development of two research instruments in terms of structured questionnaires. While the stages of data collection, analysis and conclusions are dealt with in

later sections, in the current section, the linkage between objectives, hypotheses and final survey questionnaires are shown as Research Flow in Table 3.8.

3.13.1 ANOVA: Analysis of Variance (ANOVA) is a statistical tool used for Hypotheses testing. When the probability p-value is less than specified threshold level, α , there is a significant difference between the group means. Thus the null Hypotheses is rejected. For a particular independent variable there are different groups. The following terms are obtained from ANOVA result:

Sum of Squares between the Groups: This provides information about variation because of interaction between samples

Sum of Squares within the Groups: This provides information about variation because of differences within the individual samples.

3.13.2 F-ratio: The F-ratio is a test statistic which is used for testing of null Hypotheses. The F-ratio is the ratio of between-group variability to the within-group variability. For the null Hypotheses to be true the F-value will be approximately equal to one.

P-value: The probability of observing F-statistic also provides information about how common or rare is the F-value and this probability value for F-ratio is known as p-value. When the p-value is less than the significance level it indicates that group means are different. A lower p-value is a strong evidence for rejecting the null Hypotheses.

3.13.3 CHI-SQUARE TEST: Chi-square test in Hypotheses testing is used to test the Hypotheses about the distribution of observations/frequencies in different categories. A **chi-squared test** (symbolically represented as χ^2) is basically a data analysis on the basis of observations of a random set of variables. Usually, it's a comparison of two statistical data sets. This test was introduced by Karl Pearson in 1900 for categorical data analysis and

distribution. So it was mentioned as Pearson’s chi-square test. The chi-square test is used to estimate how likely the observations that are made would be, by considering the assumption of the Null Hypotheses as true. Chi-squared tests are usually created from a sum of squared falsities or errors else via the sample variance. The chi-squared test is done to check if there is any difference between the observed value and expected value. The formula for chi-square can be written as;

$$\chi^2 = \sum (O_i - E_i)^2/E_i$$

Where O_i is the observed value and E_i is the expected value. A Hypotheses is a consideration, that a given condition or statement might be true, which we can test afterwards.

Sr. No.	Research question	Research Objective	Research Hypotheses	Statistical Method or Methods used
1	What is the frequency of usage of social media on purchase decision of teens across “age 13-18”?	Frequency of usage of social media for purchase decision across “age”.	H₀₁ : There is no significant difference on the effect of online shopping factors across categories of age .	Chi- Square and cross tab test.
2	What are the attention seeking methods of social networking sites that have significant	Attention seeking methods of Social Networking Sites have significant	H₀₂ ; Attention seeking methods of Social Networking Sites has no significant effect on purchase decision across	Chi Square and cross tab tests.

	effect on purchase decision of teens across age.	effect on purchase decision across ages.	ages.	
3	How does gender have significant effect on varied reasons for online purchase decision.	Gender has significant effect on varied reasons for online purchase decisions.	H ₀₃ : There is no significant effect of gender on teenager's varied reasons for online purchase decision.	ANOVA
4	Does place have any significant effect on purchase decision of teenagers and how will it depend on role of social media and Internet on online purchase decision.	Place i.e. Patna and Ranchi will have no significant effect on purchase decision of teenagers and will depend on role of Internet and social media on purchase decision of teenagers online.	H₀₄: Place will have no significant effect on purchase decision and will depend on role of social media on purchase decision of teenagers online.	Chi Square and cross tab tests

Table 3.8: Research Objective & Hypothesis Framework along with statistical tools used

3.14 EDITING AND TABULATION

The data was edited and tabulated in SPSS and Excel both. Incomplete or missing data was left out of study by not being including in the tabulated data. Classification and coding scheme was done at the time of making the questionnaire itself. They have been explained in details where ever they have been used. The orderly arrangement of data in rows and columns has become easier due to the use of spreadsheets. Both Excel and SPSS were used interchangeably for tabulation. While tabulating the following were kept in mind: Titles were given to each table so that the objective was defined. Tables were numbered, so when used for analysis they could be referred to easily. Column heading and row heading were brief but clear to facilitate understanding. Units of measures were indicated. Sources were mentioned unless they were from the primary work done by the researcher. Tables were drawn up as per requirement and some were included in the annexure, if the graphical representation was used.

The tables were used to compare, draw graphs, compute statistical interference, explanations and cross checking data for accuracy. Frequency tables and graphical representations have been used freely as they summarize information and improve clarity. Response tables and graphs of various types like Bar-Chart, Histogram, Pie-Charts was used as per requirement. Teenagers were the respondents. Questionnaires were administered with full knowledge of the objective to the respondents. The questionnaire was structured on Likert's principle on a 5 point scale represented pictorially at interval scale. All questionnaires were pretested and corrections made where ever required to confirm to the analysis required. The advantages of Likert's scale are that it is empirically correct. It is simpler to construct and comprehend for respondents. It is reliable and the range provides more precise information.

3.15 Summary:

This chapter tries and covers the purpose of the study. The gap which was found in other studies is elaborated like social media and Internet influence on purchase decision of teenagers with relation to age, gender and also the product involvement .Thereafter, the questions and hypothesis for this study were constructed e.g.: To compare the effect of online shopping on consumer purchase behavior, Frequency of usage of social media for purchase decision across “age”. Age will have no significant effect on purchase decision and purchase decision shall depend on product category , Family Monthly income have no significant effect on purchase decision and purchase decision shall depend on product category are explained in detail. The quantitative and qualitative methods of research are elucidated. As this research is based on data collection through surveys, the quantitative method is chosen for data interpretation. After explaining the method used for this study, the research design is explicated. The rationales are provided for choosing different tests for ANOVA, chi-square, Cross tab. Further, the population selected for the survey and sample size is described. After data collection, data analysis method is described. The chapter ended with description of conclusion, recommendation and future research that will be outcome of this study.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the teenagers market is analyzed by understanding their buying behavior targeted for the study. The information supplied by them on various parameters in the study area Patna and Ranchi are analyzed. In this chapter the classification of data is based on the objectives, while Demographic profile of respondents such as age, gender, education level, place of residence, type of family, received monthly income, amount of pocket money has been discussed and followed by the objectives.

The primary data was collected during the Exploratory Survey and the final survey, through questionnaires, for the sample size of 330. It was edited, coded and analyzed by using IBM SPSS 20 software. Exploratory Survey data analysis has been presented briefly, thereafter detailed analysis of the final survey data has been provided. A total of 330 responses were valid and recorded for further analysis. The various statistical tools as mentioned in the previous chapter research methodology have been used to analyze the data collected from teenagers. SPSS has been used to analyze the data. Correlation between the variables is determined. Using these statistical tools the hypotheses which have been formed in the research methodology chapter have been tested and results are discussed further.

4.2 Analysis of Demographic Findings:

There are demographical findings that are specified below:

- a) The total data of 330 respondents were segregated on the basis of age as per the table below

Age classification		
Age	Frequency	Percent
13	36	10.9
14	38	11.5
15	47	14.2
16	59	17.9
17	97	29.4
18	53	16.01
Total	330	100.0

Table 4.1: Age classification of respondents

Source: Survey Finding

Teenagers of age group 13-15 are 36.6% of the total respondents .Followed by teenagers 16-19 which are about 63.4 %.The survey finding clearly shows that the respondents of higher age group are among the highest users of Internet and online shopping. This could be of various reasons which need further analysis from the survey conducted. It primarily looks that use of Smartphone devices and accesses to Internet is mostly in the high age groups.

b. Gender: A total of 330 students were segregated according to their gender as following

Gender		
Type	Frequency	Percent (%)
Male	153	46.4%
Female	177	53.6%
Total	330	100%

Table 4.2: Gender Classification of respondents

The final population for data analysis is 330 out of which there are around 53.6% of female respondents and approx.46.4% of respondent are male .The survey was conducted although on equal proportion of both gender, but valid responses received were a shown I table 18.2.

c. Family Monthly Income:

Family monthly income	Frequency	Percent(%)
BelowRs40000	135	40.91
Rs40000-Rs80000/month	150	45.45
AboveRs80000	45	13.64
Total	330	100.0

Table 4.3: Classification of respondents by family monthly income

The above table reveals the Family monthly income of the respondents 40.91 % of respondents have monthly income of Rs.40, 000/month. While45.45% have monthly income between Rs.40000- Rs.80 000. 13.64% of respondent family have monthly income above Rs 80,000/month.

d.Pocket Money Allowance:

Pocket Money Allowance	Frequency	Percent (%)
LessthanRs1000	222	67.5
Rs1000-Rs2000	58	17.5
MorethanRs2000	50	15.0
Total	330	100.0

Table 4.4: Classification of respondents by Monthly pocket money allowance

Pocket money allowance is less than Rs.1000 for around 67.5% of the respondents. While17.5% of teenagers has income around Rs.1000-Rs 2000.15% of teenagers have pocket money above Rs.2000.

4.3Analysis of Teenager Online Shopping Behavior:

Usage of Internet among the various age group: Out of a sample of 330 that were interviewed, 100% of the respondent irrespective of their age (13-19) said yes, they do use Internet. The reason for usage might be different and varied but this data shows that the penetration of Internet is high among the respondents.

DO YOU USE INTERNET (N=330)	
YES	100%
NO	0%

Table 4.5: Analysis of use of Internet by teenagers

Comparison of Age and usage of Number of hours/week do respondent use Internet			
		Age	Hours of using Internet
N	Valid	330	330
	Missing	0	0
Mean		15.92	2.89
Median		16.00	3.00
Mode		17	4
Std. Deviation		1.588	1.096

Table 4.6: Comparison of Age and usage of Number of hours/week do respondent use Internet

Hours of using Internet	Frequency	Percent (%) of Internet usage hr/week
1-3hr/week	47	14.20%
4-6hr/week	77	23.30%
6-9hr/week	72	21.80%
10hrsandabove	134	40.60%
Total	330	100%

Table 4.7: Table 4.7: Frequency table of Internet usage by teenagers

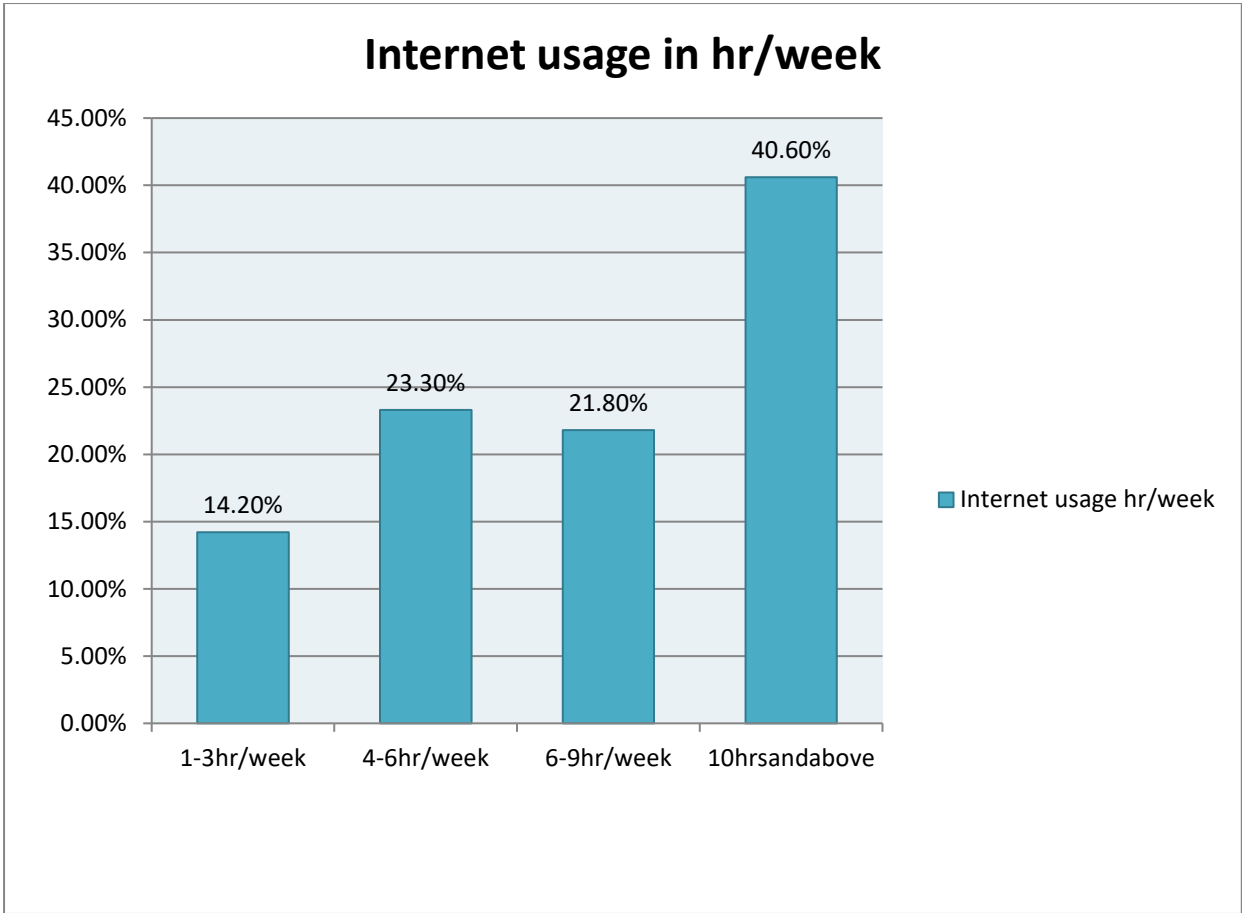


Figure 4.1 Analysis of Internet usage in hr/week.

The table 4.6 above shows the average age of Internet user is approx.16 and the Mean hrs of Internet usage is 2.89. So the average usage of Internet is around 3hr/week. The usage of Internet is as high as 10 hr/week. At least 40.60% of the respondents use the Internet at approx.10hr/week. The high usage of Internet can be attributed to the devices that are used for easy accesses of the Internet i.e. mainly the smartphones.The introduction of cheap Smartphone with high speed Internet adds to the convenient use of the Internet.

4.5 Analysis of Digital Devices for access of the Internet:

Digital Devices	1st choice	2nd choice	3rd choice	4rth choice	5th choice	Total (%)
Desktop	0.00%	6.40%	32.10%	58.80%	2.70%	100.00%
Laptop	8.50%	52.40%	35.20%	3.90%	0.00%	100.00%

Smartphone	90.60%	7.60%	1.80%	0.00%	0.00%	100.00%
IPad's/Tablet	0.90%	33.60%	29.40%	36.10%	0.00%	100.00%
cybercafé	0.00%	0.00%	1.50%	0.60%	97.90%	100.00%

Table 4.8: Analysis of digital device used for purchase decision

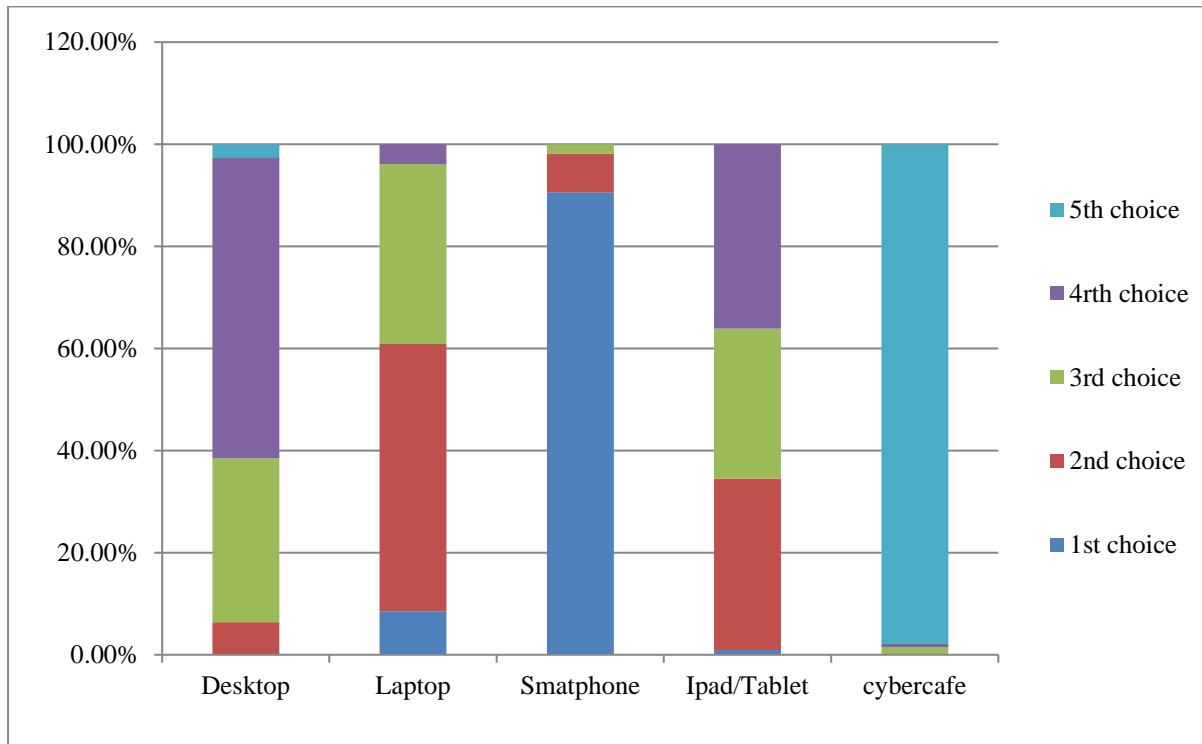


Fig 4.2: Analysis of digital device used for purchase decision

As mentioned above the consumption of Internet is high in terms of hrs/week by the teenager respondents. After analyzing both the centers of survey Patna and Ranchi it is evident that because of the most preferred digital device i.e. Smartphone's the consumption is high. The most preferred choice for Internet access was Smartphone, out of Sample size (N) of 330, 229 i.e. approx.90.6% of the teenager respondents said that their first preferred choice was Smartphone. Followed by laptops as the second choice, IPad's was the third choice to access Internet followed by Desktop and cybercafé were the least preferred mode of accessing

Internet. This clearly shows that a usage of Smartphone's has increased along with this the Internet usage among teenagers has increased largely.

4.6 Analysis of purpose of usage of Internet :

Purpose Of Internet	Most preferred	2ndchoice	3rdchoice	4rthchoice	5th choice	6thchoi ce	Least preferred
Mail	5.20%	0.60%	9.70%	14.20%	35.80%	34.50%	0.00%
Surfing	10.90%	12.70%	3.60%	20.60%	35.50%	14.80%	1.80%
Chatting	21.80%	26.70%	21.50%	16.10%	3.30%	9.40%	1.20%
Social Media and Networking	50.30%	20.90%	19.40%	7.30%	2.10%	0.00%	0.00%
Online shopping	10.60%	34.80%	25.50%	19.10%	10.00%	0.00%	0.00%
Product purchase decision for parents	1.20%	4.20%	20.60%	20.90%	12.70%	40.30%	0.00%

Table 4.9: Analysis of purpose of usage of Internet

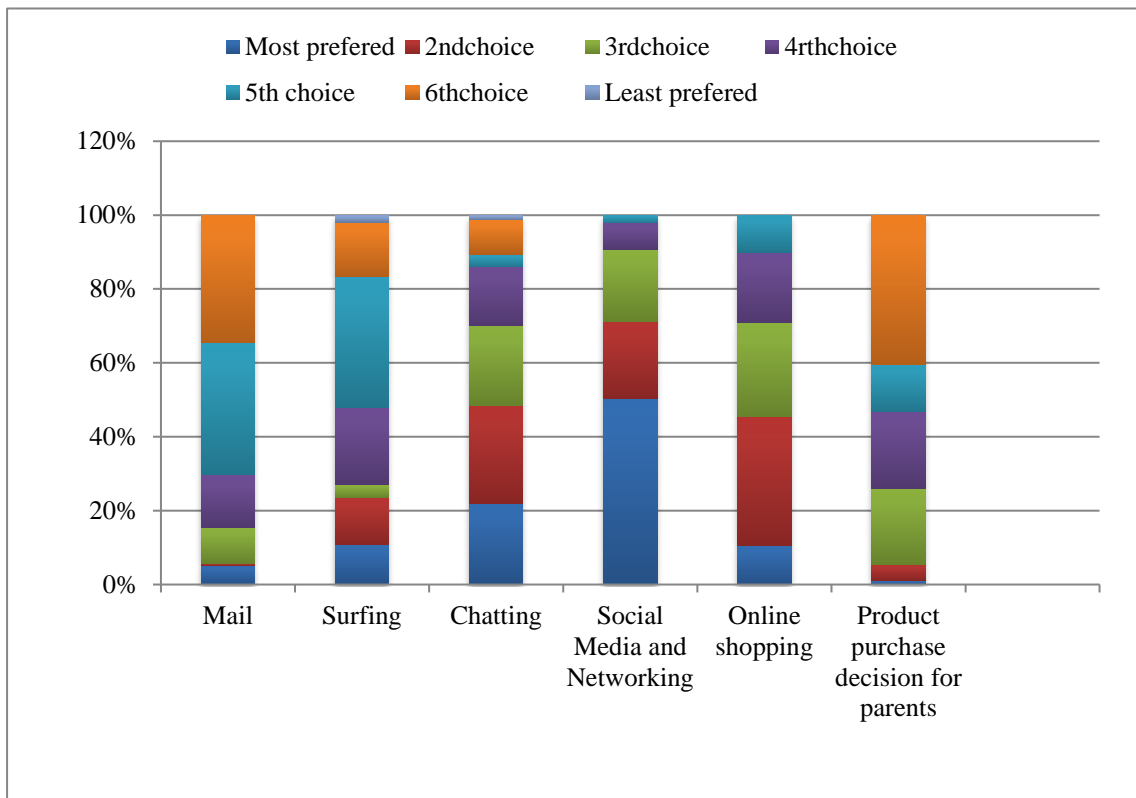


Figure 4.3: Analysis of purpose of usage of Internet

Internet is used mostly by the teenagers for Social networking purpose. Around 50.3% of them used it for the same and 30.40% used it for online shopping for themselves. Other purposes included mailing, surfing and chatting.

4.7 Analysis of Decision Influencer in purchase behavior of teenagers:

Decision Influencers	Most Preferred	2nd choice	3rd choice	Least preferred
Sibling	20.6%	27.0%	29.1%	23.3%
Peer group	13.3%	13.3%	30.3%	43.0%
Parents	50.0%	20.3%	15.8%	13.9%
Internet	22.1%	38.5%	19.7%	19.7%

Table 4.10 Analysis of Decision influencer in purchasing behavior of teenagers

The most preferred decision influencer among the teenagers are the parents approx.50% in both the cities responded that they did consult their parents first before purchasing products online, the second preferred is the Internet with 38.5%, 3rd preference is the sibling with 30.3% and lastly is the peer group.

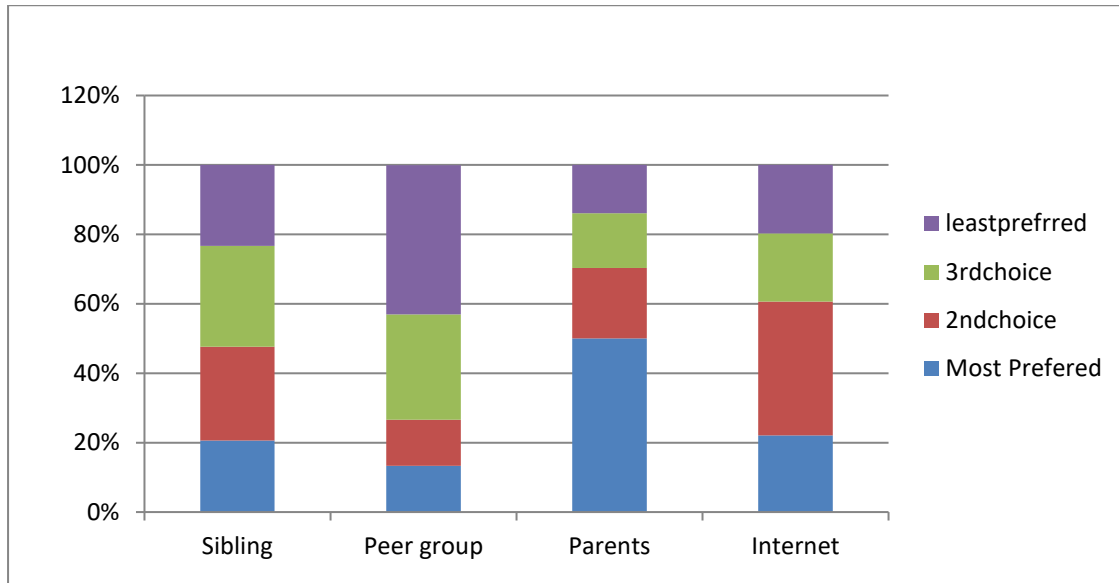


Figure 4.4: Analysis of Decision influencer in purchasing behavior of teenagers.

4.8 Analysis of member of social networking site :

Member of social networking sites(N=330)		
	Frequency	Percent (%)
YES	330	100%
NO	0	0%

Table 4.11: No.Of Member of social networking sites.

All the respondents said they were members of one and even more number of social networking sites and had account in them. Thus it seems that rapid penetration of Internet has led to the growth of usage of social media even in tier -2 cities like Patna and Ranchi.

4.9 Analysis of social media tools as Purchase Influencer:

	Not at all	1	2	3	4	Mostly
Social Networking(FB)	26.10%	10.60%	9.70%	14.80%	7.60%	31.20%
Microblog	54.20%	21.80%	6.70%	6.10%	9.70%	1.50%
Blogs	60.90%	12.40%	6.40%	14.20%	6.10%	0.00%
Google	0.00%	4.50%	3.00%	6.70%	17.90%	67.90%
You Tube	0.00%	2.70%	6.10%	10.00%	51.80%	29.40%

Table 4.12: Analysis of social media tools as Purchase Influencer

Mostly 67.90 % of the respondents used Google to search for product before purchasing any products followed by You Tube, these digital tools are the preferred ways, the teenagers nowadays use Internet, for gaining information first before actual purchase is made.

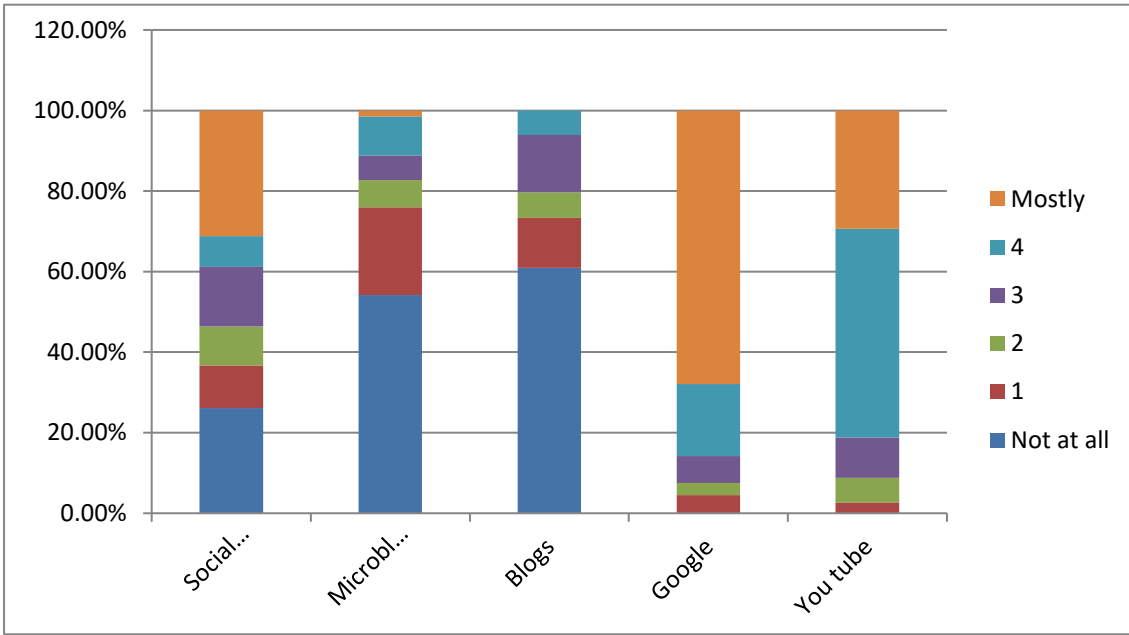


Figure 4.5 Analysis of Social media tools as purchase influencer

4.10 Analysis of attributes that make online shopping an option for teenagers to shop

The table discussed below shows a concise picture of factors that make online shopping an option for today’s teens.

Online shopping attributes	Highest						Lowest
	1	2	3	4	5	6	
Variety	38.20%	18.80%	8.50%	19.70%	2.40%	12.40%	
Anywhere and Anytimeshopping	18.80%	21.80%	14.50%	12.70%	22.10%	10.00%	
Price comparison	5.20%	17.60%	15.50%	23.00%	14.20%	24.50%	
Offers&Discounts	23.00%	9.10%	23.60%	15.80%	19.40%	9.10%	
Return&Exchangepolicy	4.50%	7.90%	24.20%	16.70%	18.80%	27.90%	
Payment mode(COD)	10.30%	26.40%	13.60%	12.10%	23.00%	15.50%	

Table 4.13: Analysis of attributes of online shopping.

The maximum respondents were more inclined towards the variety of product that were available online as a major factor for selecting online shopping over retailing. Followed by Mode of payment i.e. COD is the preferred mode of payment this can be attributed to the fact that the teenagers have mode cash in hand as their primary source is either the pocket money allowance given to them by their parents or the direct purchases made for them by their parents or working siblings.

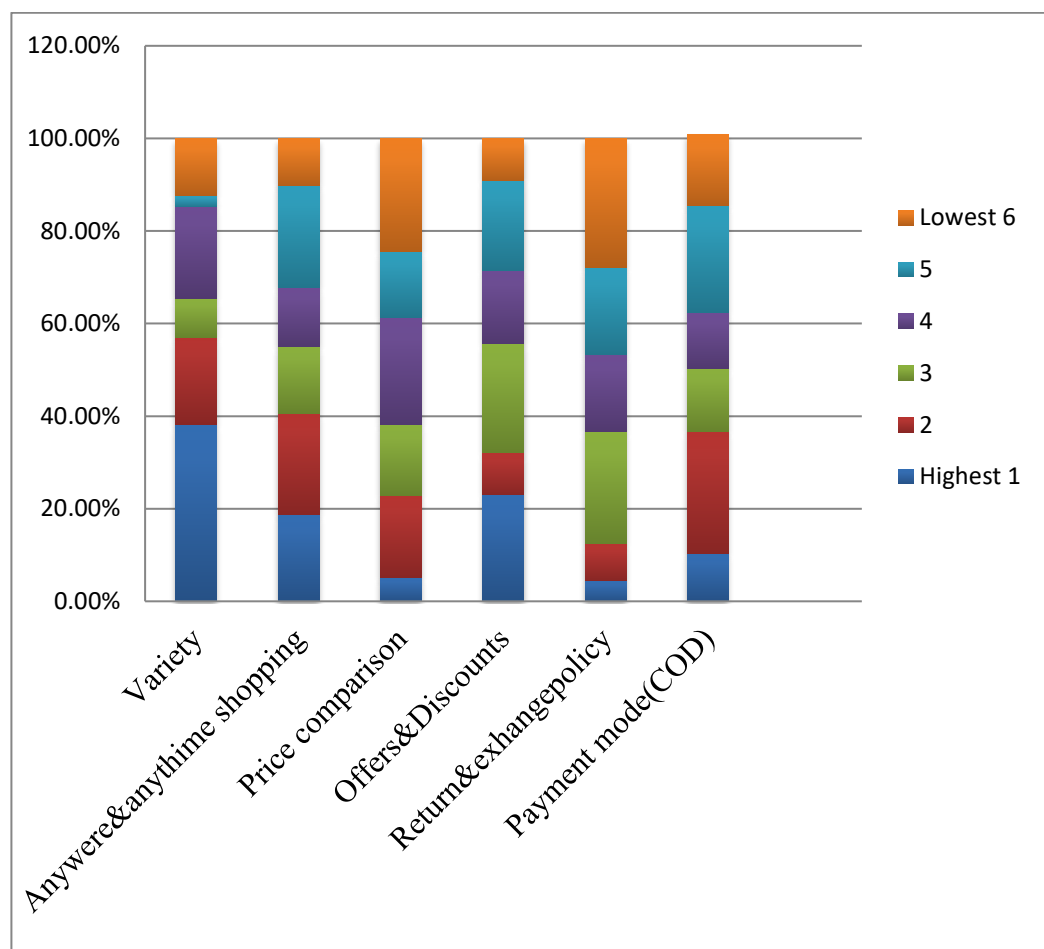


Figure 4.6: Analysis of Factor that makes online shopping most preferred.

Online shoppers have different reasons for buying Online. These reasons were investigated and the findings of data were analyzed for better understanding of online shoppers and they

were segmented on this basis for preference for what they were looking for when buying online. The first information obtained was to find the satisfaction level of buyers on the level of 1-5. Ranking method was used, Here 1 was for Most preferred and 5 for least preferred. The first Question put across to the respondents was if they felt online shopping gave them the option of variety in terms of vast choice of product brands and kinds at one place. The response was as follows.

- a) **Variety of Product:** Out of a total of 330 teenager respondents 126 i.e. 38 % said that yes that one of the factors for preferring online shopping is variety of products and brands that simultaneously co-exist on one platform.

Variety of Product	Frequency	Percent
1stchoice/highest	126	38.2 %
2ndchoice	62	18.8%
3rdchoice	28	8.5%
4rthchoice	65	19.7%
5thchoice	8	2.4%
6thchoice/lowest	41	12.4%
Total	330	100.0%

Table 4.14: Variety of product online (N=330)

b) Anytime anywhere shopping (Place Convenience)

Anywhere anytime shopping or rather place convenience was another factor which was amongst the factor/reason for online shopping preference by the teenagers .About 73 of the respondent did mention this as their 5th choice for the online shopping.

Ranking	Frequency	Percent
1stchoice/highest	62	18.8%
2ndchoice	72	21.8%
3rdchoice	48	14.5%
4rthchoice	42	12.7%
5thchoice	73	22.1%
6thchoice/lowest	33	10.0%
Total	330	100%

Table 4.15:Place convenience as a factor for E-shopping

c) **Price comparisons** : The ease of price comparisons between various e-commerce sites was the least attractive reasons that teenager respondent choose above all the other factors and out of 330 ,81 respondents said that price comparisons is the least attractive factor for online shopping.

Ranking	Frequency	Percent
1stchoice/highest	17	5.2%
2ndchoice	58	17.6 %

3rdchoice	51	15.5%
4rthchoice	76	23.0%
5thchoice	47	14.2%
6thchoice/lowest	81	24.5%
Total	330	100%

Table 4.16: Price Comparisons as a factor for E-shopping

d) **Offers and discount:** This is the 3rd most attractive reason for online shopping with 78 respondents citing it to be their 3rd most preferred choice.

Ranking	Frequency	Percent
1stchoice/highest	76	23.0
2ndchoice	30	9.1
3rdchoice	78	23.6
4rthchoice	52	15.8
5thchoice	64	19.4
6thchoice/lowest	30	9.1
Total	330	100.0

Table 4.17: Offers and Discounts as a factor for E-shopping

e) **Ease of return and exchange:** Respondents mentioned ease of return and exchange as their least preferred factor for online shopping .Other factors like price comparisons was also the least preferred, most of the teenagers in one to one

interaction did mention about the bad exchange and return policies of the e-commerce companies and this effected their online purchase decision cause they would prefer those companies that offered better return and exchange terms and conditions.

Out of a total 330 respondent 92 teenagers i.e. 27.9% said that return and exchange policies is the least preferred factor needs to be revisited by e-commerce companies.

Ranking	Frequency	Percent
1stchoice/highest	15	4.5
2ndchoice	26	7.9
3rdchoice	80	24.2
4rthchoice	55	16.7
5thchoice	62	18.8
6thchoice/lowest	92	27.9
Total	330	100.0

Table 4.18: Ease of return and exchange as a factor of E-shopping

f. Ease of payment: Cash on delivery (COD) was suggested in the questioner as the ease of payment option as the teenagers have more of cash in hand rather than cards as a mode of payment. Thus ease of payment was the second most preferred reason for online shopping among the teenage.

Ranking	Frequency	Percent%
1stchoice/highest	34	10.3
2ndchoice	87	26.4
3rdchoice	45	13.6
4rthchoice	40	12.1
5thchoice	76	23.0
6thchoice/lowest	48	14.5
Total	330	100.0

Table 4.19: Ease of Payment as a factor for E-shopping

4.11 Analysis of the sites accessed the most for online shopping

Flipkart is the most accessed website around 46 % of the teenagers using it for online shopping; hence this makes Flipkart the most popular shopping website for online shopping followed by Amazon with 33% of teenagers using it.

E-Stores	Frequency (%)
Amazon	33.3%
Flipkart	46.1%
eBay	4.2%
Myntra	10.0%
Club factory	5.5%

Tata cliq	0.9%
Limeroad	0.0%
others	0.0%

Table 4.20: Most preferred E-Commerce website for online shopping

4.12 Analysis of products shopped most via online shopping

Following product categories were surveyed for the most shopped product by teenagers through online mode:

1. Fashion wear and Accessories
2. Mobile phone and Accessories
3. Footwear
4. Beauty Products
5. Books
6. Car and bike accessories
7. Videogames
8. Toys & Music CDs

53.9 % respondents had **fashion wear& accessories** as their first preference for online shopping. Followed by **mobile&acc.** With 33.6 % respondents' second choice. 3rd choice being **footwear** with 35.2 %.

Product Category	1	2	3	4	5	6	7	8
Fashion wear&acc.	53.9%	20.6%	9.1%	7.0%	3.9%	0.9%	4.5%	0.1%
Mobile&acc.	29.1%	33.6%	10.0%	10.6%	3.0%	6.1%	6.4%	1.2%
Toys&MusicCDs.	2.4%	7.3%	7.3%	9.7%	19.1%	18.5%	17.6%	18.1%
Videogames	4.8%	2.2%	7.6%	9.1%	9.4%	10.6%	34.8%	21.5%
Footwear	6.7%	21.5%	35.2%	17.0%	11.8%	3.3%	3.0%	1.5%
Car&bikeacc.	3.0%	5.2%	6.1%	11.2%	8.8%	28.8%	13.0%	23.9%
Books	4.5%	3.0%	12.1%	13.9%	29.4%	17.4%	8.8%	10.9%
Beauty products	2.4%	9.4%	14.2%	21.8%	11.3%	10.9%	8.5%	21.5%

Table 4. 21: Analysis of Product shopped most via online shopping

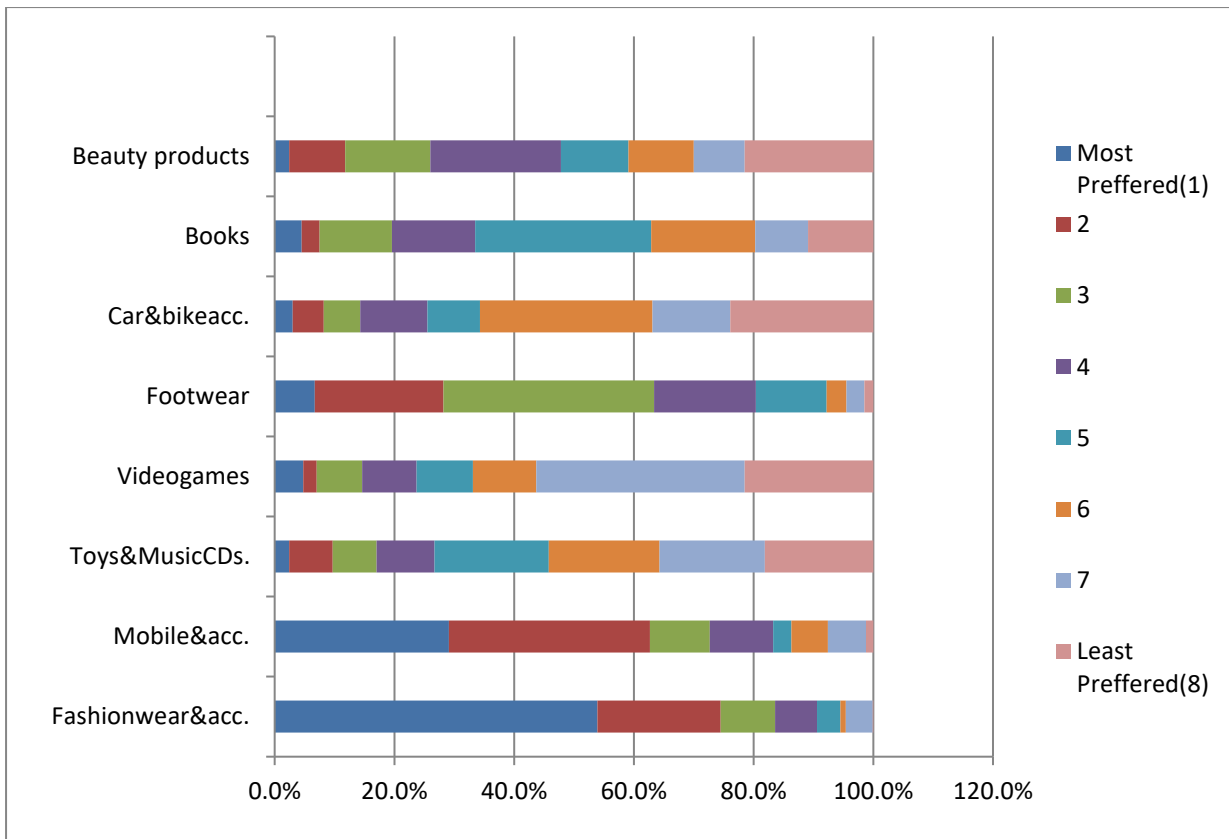


Figure 4.7: Analysis of Product shopped most via online shopping

4.13 Analysis of sources of finance of online purchase by teenagers :

40.3% of the teenagers said that their online purchases were mostly financed by their parents. 36.1 % of teenagers said that the pocket money allowance they received by their parents was the second source for making purchases. Approx.19.7 % teenagers mentioned that their working siblings also financed their purchases at times, followed by grandparents at around 3.9 %.

Source of Finance for online purchase	Frequency	Percent (%)
Parents	133	40.3%
Grandparents	13	3.9%
Elder working sibling	65	19.7%
Pocket money allowance given by parents	119	36.1%
others	0	0.0%

Table 4.22: Analysis of sources of finance of online purchase by teenagers

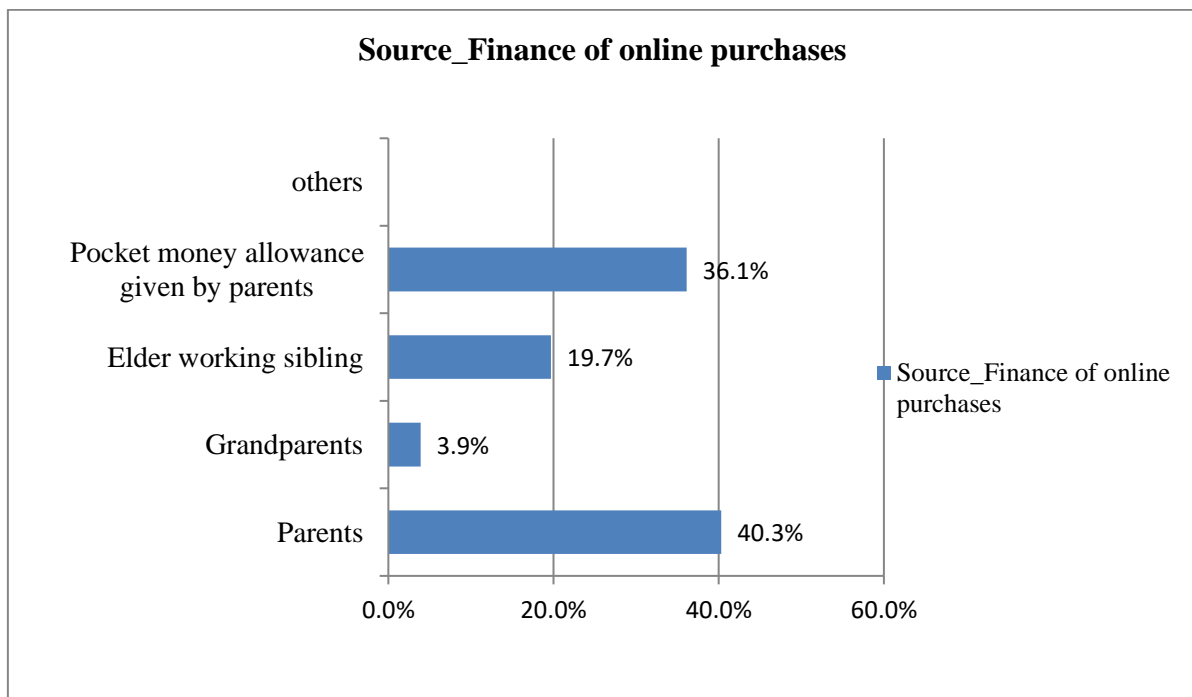


Figure 4.8: Analysis of Source of finance of online purchases by teenagers

4.14 Analysis of Social Media Role in Consumer Decision Role

There are 5 main steps in consumer buying process; following are the steps for consumer buying process

- a) **Need recognition:** The first step is Need recognition it begins with the want to have something and the gap between the actual and the expected. Internet and e-commerce websites decrease this gap for the teenagers and thus allows them to search, compare and buy products. Following data given below shall explain this, the biggest influencer in the decision process is the Internet and social media. Out of a total of 330 respondents 195 teenagers said that they do agree to the role of social media in the buying process.

There are more factors that help the teenagers connect social media and the Internet as the main factor or to consider it important factor for e-shopping. Following figure shall explain it more clearly.

Steps of consumer buying process	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Need Recognition	37.6%	59.1%	3.3%	0%	0%
Information Search	53.9%	43.3%	2.7%	0%	0%
Alternative evaluation	23%	60%	13.9%	1.5%	1.5%
Purchase	43.6%	43%	6.7%	6.7%	0%

decision					
Post purchase decision	25.5%	23%	14.5%	8.2%	10%

Table 4.23: Analysis of Role of social media in purchase decision

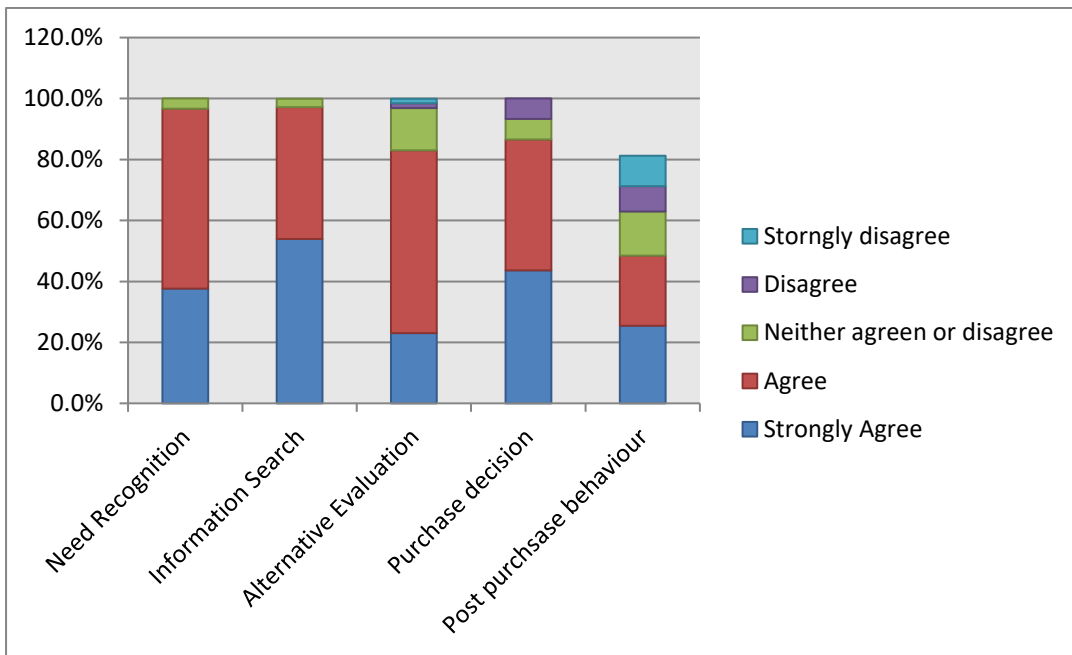


Figure 4.9 :Analysis of social media role in purchase decision.

b) Information search

53.9% of the respondents strongly agreed that the social media has an important role in the information search online. The teenagers sought information mostly from social media and other Internet tools, this is reflected in the data analyzed in upcoming section, refer figure: 4.24 below suggest that social media tools are used for the information search before making purchase online. 32.7% of the respondent said they used Customer reviews on the social media during their information search for better

product search and reviews about the product .Next the frequent ads of products on social media was followed by the teenagers during their information search for product purchase online. Around 23.6 % of the respondents used this as a medium or information search. Products/company pages are also used as a mean for information search online Product/company page is used around 22.1% .Number of likes and share is the new medium of social tools that help to gather information regarding products while searching about products online. More are the like and share about products makes them visible on search engines online and thus help to create a strong image about product positive or negative as per the reviews given online.

Sr.No.	Social media tools used	Percent%
1	Product/Company Page	22.1%
2	Frequent Ads of Products.	23.6%
3	Number of likes/share by others	21.5%
4	Customer Review	32.7%
5	Others	0.0%

Table 4.24: Social media Tools used for information search

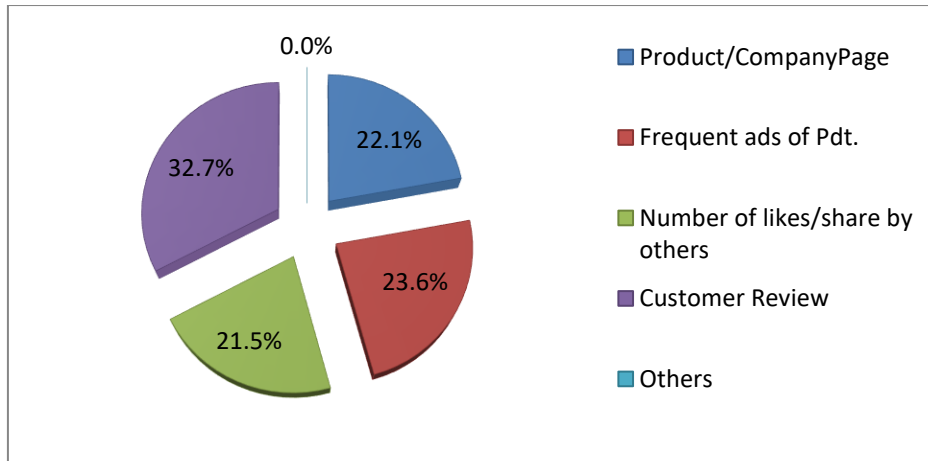


Figure4.10: Analysis of Factors that drive attention on social media before product purchase.

The eight products that are searched the most are enlisted in the table given below. The products were ranked accordingly calculating the mean score helped to evaluate the most searched product on social media, the mean score is calculated on following scale

Products	N	Mean	Std. Deviation	Preferential Ranking
Fashion Wear and accessories	330	2.07	1.596	1
Mobile and Accessories	330	2.75	1.881	2
Toy Music Movie CD	330	5.52	1.921	6
Videogames	330	5.95	1.977	8
Footwear	330	3.35	1.473	3
Car and bike accessories	330	5.76	1.925	7
Books	330	5.02	1.772	4
Beauty products	330	5.04	2.102	5

Table No.4.25: Preferential Ranking of most searched Product online

The table below is a reference range for mean score of products and for a better understanding of the scale used. The above result in table no.28 shows that products with higher mean are lesser searched products online i.e. Thus Preferential mean Ranking ranging from Most Preferred (1.00) to Least Preferred (8.00) is used to determine the most searched product online. The most searched product online is thus Fashion wear and accessories, have a mean of 2.07 ,followed by mobile phone and accessories with mean of 2.75 and the least searched product are the Videogames with mean as high as 5.95.

c) Evaluation of Alternative

During this stage, consumers evaluate all of their products or brand options on a scale of attributes which have the ability to deliver the benefit that they are seeking.

The products were also evaluated and respondent did seek alternatives online for products.60%of the teenagers' respondent agreed to the use of social media tools and Internet for finding evaluation of alternatives.

The table shows that yes all the 330 i.e. 100% of the respondents have social media accounts and use social media to research and compare products, brands and services. The most commonly used social media tool for evaluation of alternatives.67.90% of the teenager respondent said that they accessed Google search engine the most while evaluating for alternatives followed by You Tube at 51.80%, and then came the social networking sites at 31.20% as per the number of teenagers surveyed.

The table below is the Means score table derived from the sample collected and it is clear that the social media tools like Google is the most preferred tool for product information, selection and evaluation. The lowest mean score stand for Blogs; shows that the least preferred social media tools are the blogs for any product information, selection.

Descriptive Statistics			
Social Media Tools	N	Mean	Std. Deviation
Facebook	330	2.61	2.013
Micro blogs & Twitter	330	1.00	1.405
Blogs	330	.92	1.337
Google	330	4.42	1.052
YouTube	330	3.99	.940

Table 4.26: Mean Score of Internet and Social media Tools used for evaluation of alternative.

Mean score range	Level
1.00-1.80	Very Low
1.81-2.60	Low
2.61-3.40	Medium
3.41-4.20	High
4.21-5.00	Very High

Table 4.27: Mean score of Product evaluation for Alternatives

d) Purchase decision

At this stage of the buyer decision process, the consumer purchases the product. After the alternatives have been evaluated, consumers decide to purchase products and services. They decide to buy the best brand. But their decision is influenced by others' attitudes and situational factors. But two factors might influence the purchase intention and the purchase decision.

The first factor is the attitudes of other people related to the consumer.

The second factor is unexpected situational factors. The consumer may form a purchase intention based on factors such as expected price and expected product benefits.

As seen in table 4.29, 43.6% of the respondents said that social media plays crucial role in purchase decision and there are allied factors as shown in table below that act as the influencers during purchase of products. Parent's acts as the major influence of the teenagers, 50% of the respondent agreed that their parents were definitely their first and major influencer for purchase decision followed by Internet at 38.5%.

	Most Preferred	2ndchoice	3rdchoice	Least Preferred
Sibling	20.6%	27.0%	29.1%	23.3%
Peer group	13.3%	13.3%	30.3%	43.0%
Parents	50.0%	20.3%	15.8%	13.9%
Internet	22.1%	38.5%	19.7%	19.7%

Table 4.28: Purchase Decision influencers

Looking at the table above we calculated the mean score to get a statistical interpretation to know the decision influencers that influence the product purchase at this stage of Consumer Buying Decision. The following table below shows the same.

Descriptive Statistics			
	N	Mean	Std. Deviation
Sibling	330	2.55	1.063
Peer group	330	3.03	1.049
Parents	330	1.94	1.102
Internet	330	2.37	1.036

Table 4.29: Mean score of Decision Influencers

Thus, Parents and Internet both are the biggest decision influencer for online purchases followed by siblings, and lastly peer group.

Mean score range	Level
1.00 – 1.75	Very High
1.76 – 2.51	High
2.52 – 3.27	Moderate
3.28 – 4.03	Low
4.04-4.79	Very Low

Table 4.30: Mean score range for Decision Influencers

e) Post purchase Evaluation

In the consumer decision process's the final stage is the post-purchase-purchase evaluation, the consumer takes action based on satisfaction or dissatisfaction.

In this stage, the consumer determines if they are satisfied or dissatisfied with the purchasing outcome. Here is where cognitive dissonance occurs, "Did I make the right decision." At this stage of the buyer decision process, consumers take further action after purchase based on their satisfaction or dissatisfaction. The consumer's expectations and the product's perceived performance determines whether the consumer is satisfied or not with the final purchase. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. 25.5% of the teenagers said that the post purchase behavior did have the role of social media. The teenagers did strongly agree saying that social media allowed them to dispose a product when finished.

4.15. Research hypothesis:

1 .H₀₁: There is a no significant difference in the frequency of usage of social media for purchase decision across "age".

H₁: There is significant difference in the frequency of usage of social media for purchase decision across "age".

Analysis & Interpretation of Cross tab 1:

Teenager of age 13, 14 have lesser frequency of using social media for purchase purposes. When compared to children of in age of 15-18yrs who seem to have higher frequency of using social media as the usage is high in count and frequency as seen from the data survey.

Crosstab 1

		Frequency of usage of social media websites					Total	
		Everyday	5times/w eek	3- 4times/w eek	1- 2times/we ek	Did not use		
Age	13	Count	3	3	13	17	0	36
		Expected Count	13.1	7.0	6.0	8.4	1.5	36.0
		% within Age	8.3%	8.3%	36.1%	47.2%	.0%	100.0%
		% within Freque ncy of usage of social media websites	2.5%	4.7%	23.6%	22.1%	.0%	10.9%
	% of Total	.9%	.9%	3.9%	5.2%	.0%	10.9%	
14	Count	10	8	10	7	3	38	
	Expected Count	13.8	7.4	6.3	8.9	1.6	38.0	
	% within Age	26.3%	21.1%	26.3%	18.4%	7.9%	100.0%	

		% within	8.3%	12.5%	18.2%	9.1%	21.4%	11.5%
		Frequency of usage of social media websites						
		% of Total	3.0%	2.4%	3.0%	2.1%	.9%	11.5%
	15	Count	22	14	7	4	0	47
		Expected Count	17.1	9.1	7.8	11.0	2.0	47.0
		% within Age	46.8%	29.8%	14.9%	8.5%	.0%	100.0%
		% within	18.3%	21.9%	12.7%	5.2%	.0%	14.2%
		Frequency of usage of social media websites						
		% of Total	6.7%	4.2%	2.1%	1.2%	.0%	14.2%
	16	Count	28	10	1	13	7	59
		Expected Count	21.5	11.4	9.8	13.8	2.5	59.0
		% within Age	47.5%	16.9%	1.7%	22.0%	11.9%	100.0%
		% within	23.3%	15.6%	1.8%	16.9%	50.0%	17.9%
		Frequency of usage of social media websites						

		% of Total	8.5%	3.0%	.3%	3.9%	2.1%	17.9%
	17	Count	38	19	14	22	4	97
		Expected Count	35.3	18.8	16.2	22.6	4.1	97.0
		% within Age	39.2%	19.6%	14.4%	22.7%	4.1%	100.0%
		% within Frequency of usage of social media websites	31.7%	29.7%	25.5%	28.6%	28.6%	29.4%
		% of Total	11.5%	5.8%	4.2%	6.7%	1.2%	29.4%
	18	Count	19	10	10	14	0	53
		Expected Count	19.3	10.3	8.8	12.4	2.2	53.0
		% within Age	35.8%	18.9%	18.9%	26.4%	.0%	100.0%
		% within Frequency of usage of social media websites	15.8%	15.6%	18.2%	18.2%	.0%	16.1%
% of Total		5.8%	3.0%	3.0%	4.2%	.0%	16.1%	
Total	Count	120	64	55	77	14	330	
	Expected Count	120.0	64.0	55.0	77.0	14.0	330.0	

	% within Age	36.4%	19.4%	16.7%	23.3%	4.2%	100.0%
	% within Frequency of usage of social media websites	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	36.4%	19.4%	16.7%	23.3%	4.2%	100.0%

Table 4.31 :Cross tabulation of usage of social media for purchase decision across “age”.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.293 ^a	20	.000
Likelihood Ratio	73.992	20	.000
Linear-by-Linear Association	5.752	1	.016
N of Valid Cases	330		

Table 4.32: Chi-Square Tests 1

The table 4.32 shows that the value of Chi-Square test is significant at 5% significance level. This states that null hypothesis is rejected. It is clear from the table above that the Pearson chi-square significance value is 0.000 and it is less than 0.05. Since $p < 0.05$, ***the null hypothesis is rejected.*** Thus the result states that, there exists significant relationship between the age and Frequency of usage of social media websites for purchase purpose.

2. H₀₂ : Attention seeking methods of SNS has no significant effect on purchase decision across ages.

H₂: Attention seeking methods of SNS have significant effect on purchase decision across ages.

Analysis& Interpretation of Cross tab 2:

Teenagers of age group 13, 14, 15 pay less attention to the product/company pages and ads displayed online or to the comments /likes/shares given about product online. They rely more on family and friends for the review about products for purchase decisions online .While those in age group 16 and above have higher frequency of using social networking media for purchase purposes as they usage is high in count and frequency as seen from the data survey.

Cross tab 2						
		Product/compa ny page	Frequent ads of product	No. of likes/comments /shares	Review by friends and family	Total
Age	13	9	6	11	10	36
	14	4	8	4	22	38
	15	4	15	8	20	47
	16	20	15	15	9	59
	17	25	17	20	35	97

	18	11	17	13	12	53
Total		73	78	71	108	330

Table 4.33:Attention seeking methods online product selling Cross tabulation Source:

Source: SPSS analysis output

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.244 ^a	15	.001
Likelihood Ratio	38.823	15	.001
Linear-by-Linear Association	3.582	1	.058
N of Valid Cases	330		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.75.

Table 4.34 : Chi-Square Tests 2:Attention seeking methods online product selling Cross tabulation Source:

Source: SPSS analysis output

Chi –square a statistical method assessing the goodness of fit between a set of observed values and those expected theoretically. A significance level is of 0.05 is assumed. It is clear from the table above that the Pearson chi-square is 0.001, this is the significance value which is less than 0.05. Since $p < 0.05$, so we **reject the null hypothesis** thus, and the alternate hypothesis is accepted. Therefore, their exist significant relationship between the attention seeking methods of SNS and have significant effect on purchase behavior of the teenagers across the “age” groups.

3. H₀: There is no significant effect of gender on teenager's varied reasons for online purchase decision.

H₃: There is significant effect of gender on teenager's varied reasons for online purchase decision.

		N	Mean	Std. Deviation	Std. Error	F	Sig.
Variety	Male	153	2.93	1.825	.148	6.53	.011
	Female	177	2.44	1.634	.123		
	Total	330	2.67	1.739	.096		
Anytime and Anywhere	Male	153	3.62	1.686	.136	12.497	.001
	Female	177	2.98	1.617	.122		
	Total	330	3.28	1.678	.092		
Ease of price comparison	Male	153	4.16	1.387	.112	3.980	.047
	Female	177	3.81	1.694	.127		
	Total	330	3.97	1.566	.086		
Discounts and offers	Male	153	2.93	1.538	.124	12.034	.001
	Female	177	3.55	1.682	.126		
	Total	330	3.27	1.643	.090		
Ease of return and exchange	Male	153	4.09	1.652	.134	1.771	.014
	Female	177	4.31	1.340	.101		
	Total	330	4.21	1.494	.082		
Ease of payment options.	Male	153	3.14	1.647	.133	18.582	.000
	Female	177	3.90	1.580	.119		
	Total	330	3.55	1.654	.091		

Table 4.35 :Anova: Comparison of varied reasons of online purchases with Gender.

Table 4.35 shows as that all the five different reasons for online shopping have p value less than 0.05, i.e. $p < 0.05$. Online shopping preference like Variety of Products available online has p value 0.011, Anytime and Anywhere shopping(Place Convince)has p value 0.001, and

Ease of price comparisons have 0.047, Discounts and Offers has p value 0.001, Ease of return and exchange of products has p value 0.014, Ease of Payment options available has p value .000. therefore, we can conclude that a significant difference exists. We therefore, **reject the null hypothesis** and conclude that there is difference between the means and a significant difference does exist and there is significant effect of gender on teenagers varied reason for online purchase decisions. However, as yet we don't know between which of the various pairs of means the difference is significant. For this we need to look at the result of the post hoc Tukey HSD test. Post Hoc Test is conducted usually "after the fact". They are only conducted after a significant ANOVA. Post hoc test is used to dive in and look for differences in groups, testing each pair of groups. The total alpha used level used for set of test is 0.05 (for Tukey's test). p-value is 0.001 which is less than $\alpha = 0.05$, hence the null hypothesis is rejected and the alternative hypothesis is accepting confirming that, there is a significant relationship between gender and the varied reasons for online shopping.

4. H₀₄ : Place will have no significant effect on purchase decision and will depend on role of social media on purchase decision of teenagers online.

H₀₄ : Place will have significant effect on purchase decision and will not depend on role of social media on purchase decision teenagers online.

The above hypothesis testing can be done using Cross Tab following is the table:

CROSS TAB 3							
			Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Place	Ranchi	Count	89	65	15	8	177
		% within Role of social media Purchase decision	61.8%	45.8%	68.2%	36.4%	53.6%
	Patna	Count	55	77	7	14	153
		% within Role of social media Purchase decision	38.2%	54.2%	31.8%	63.6%	46.4%
Total	Count		144	142	22	22	330
	% within Role of social media on Purchase decision		100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.36 :Cross tabulation of Place has significant effect on purchase decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.905 ^a	3	.008
Likelihood Ratio	12.007	3	.007
Linear-by-Linear Association	4.446	1	.035
N of Valid Cases	330		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.20.			

Table 4.37: Chi-Square Tests 3

Table 4.37 show as that the p value of place has significant effect on role of social media on purchase decision of teenagers are less than 0.05 .The Pearson chi-square value is 0.008 i.e. $p < 0.05$ thus, indicating that the result under study is statistically significant. That is, the data provide sufficient evidence to ***reject of the null hypothesis*** conclude that place has significant effect on purchase decision and will not depend on social media for influencing purchase decision. Since the p value is less than 0.05, thus we reject the null hypothesis.

CHAPTER 5

RESULT, DISCUSSION AND CONCLUSION

5. RESULT, DISCUSSION AND CONCLUSION

5.1 Introduction

This study intended to see if the increasing influence of Social Media on teenagers consumers' purchasing decision-making process differs or not according to the different stages of the buying process. In this chapter, we shall discuss about the influence of Internet and Social Media at the different stages and in a second part presents the other findings that have been drawn from the quantitative analysis. Third part presents the implications arising from Internet and Social Media influence for marketers and in a fourth part discusses about the limitations of the research. The final part is dedicated to recommendations for directions for future research.

5.2 Comparison of findings of the study with existing literature review

Internet and Social Media influence in teenagers consumers' purchase decision-making process

This study demonstrated that the influence of Internet and Social Media on teenagers differs according to the stages the teenage consumers go through during the consumer decision-making process. Depending on the stages of the process, the teenager consumers appeared to be more or less influenced by Internet and Social Media.

5.2.1 Need Recognition

In the Need Recognition stage, the survey indicated that Internet and Social Media appeared to be really important in influencing teenagers. More than 35 % of the surveyed consumers agreed to say that they were influenced by the reviews shared by their friend and family on Internet and social media tools. 25% of the respondents said that the possibility to access

contents shared by their peers, such as comments or pictures displayed about products or services, proved to be an important factor that could trigger and make them recognize new needs.

It is important to note that the influence of the Internet and Social Media depends also on the categories of products and services. Most of the needs that have been recognized by the teenager consumers are mostly through products and services found on Internet and Social Media namely entertainment, travel, Fashion wear and accessories and electronics. Gadgets like mobile phones and accessories, books, and Car& bike accessories. This study also revealed that brand engagement was an important aspect at the Need Recognition stage on Social Media. Indeed, 50% of consumers follow brands on Internet and 100% had their accounts in at least one of the social media handles popular among the teens for e-shopping.

It is paramount to note that teenager consumers have quoted that the primary reason to use Internet is to keep in touch with people i.e. social networking. Around 67% of the teens said that social networking was their primary purpose for usage of Internet followed by 42% used it for purchase products online for themselves and 40% used for purchasing products with consent of their parents. Other purposes included mailing, surfing and chatting. In this context, the fact that almost half of the consumers are brand followers on Social Media gives opportunities to brands to make recognize new needs to their followers by engaging with them. In addition, 62.5 % of consumers said in this study that they would buy a brand after following a brand on Social Media. Social Media platforms and tools provide a connection between consumers and brands that may trigger needs. The need recognition is reinforced by the fact that 62 % of teenagers reported that they were following brands on Social Media to get updates about their products and services. Getting updates from brands on their Facebook feeds for example Increases the chance for brands to make consumers recognize new needs.

This study proved thus that consumers trusted their parents and Internet the most and were thus more willing to have a good attitude toward a brand for consumers.

The study demonstrated thus that the influence of Internet and usage of Social Media seemed to be very strong at the Recognition Need stage.

5.2.2 Information Search

The study highlighted about the influence of the Internet and Social Media on consumers at their information search stage, the study highlighted that accumulative 97.3% of teenagers stated that they used Social Media when they while searching information about products, services and brands.

The study also revealed that if a wide variety of Social Media types are available to the teenagers together and find information, the teenagers used certain Social Media platforms and tools more than others. Reviews sites, Social Network platforms, forums and Multimedia sharing, are among the most used by consumers unlike other types such as Blog or Micro blogging that seem to be less or almost not used by the teenagers 'in their information search stage. Around 65% of the respondents used Google search engine the most followed by You Tube with about 50%. Thus, the influence of Social Media at the information search stage seems to have different degrees depending on the Social Media types used for this purpose. It is now clear that Social Media's influence at the information stage differs and depending on their types.

The study also pointed out that consumers used more or less Social Media according to the categories of products and services for which they are seeking information. The most accessed social media type were the search engine like Google, followed by video streaming sites i.e. You Tube .Social networking sites like face book was also accessed for reviews and teenagers did follow the company and brand pages apart for the online reviews shared by

others online. Indeed, the study underscored that consumers tend to use Social Media primarily to find information about categories of products and services such as entertainment, travel, electronics and clothing..

Social Media provides the possibility to consumers to search information directly on the company/brands' page. 35% of the teenagers accepted that the product/company page are a driving factor on social media during their search about products and brands online. As discussed in the literature review above, Hoyer and McInnis (2010, p 389) stated that the relationships between consumers and companies had greatly changed thanks to a two-way communication offered by Social Media.

The study shows thus that Social Media plays an important role of influence at the Information Search but this role should be considered as more or less influential according to the Social Media types and tools used by the teenagers .This observation also concerns the categories of products and services for which consumers search information.

5.2.3 Evaluation of Alternatives

The study indicated that 62% of the consumers take advantage of Social Media platforms and tools those are available to them to compare products, services and brands. The research demonstrated thus that if, as seen above, an important percentage of consumers used Social Media at their Information Search stage, only half of them used it for comparison purposes. Moreover, it is important to note that the study shows that only 32.5% of consumers frequently seek their friends' opinions on Social Media. Moreover, the study also reported that consumers were very few to ask their peers' opinions as well as siblings while deciding on different products. They trusted their parents' reviews and Internet the most. Around 50%

said their first preference before product deletion was to consult their parents followed by the Internet as the second most trustworthy source.

However, it is also seen that teenagers not only seek their peers' opinions about products, services And brands, the study revealed that teenagers tend to trust their friends and people they don't know' for reviews and comments on Social Media i.e. reviews given by stranger and unknown people also form a part of their product selection. It is not only their family and friends but also complete strangers whom they seek advice and communicate on social media handles asking for reviews before product selection. As discussed in the literature review above, the notion of 'unbiased advice' that consumers are more likely to trust. Moreover, as seen above, Brown and Hayes (2008) said that messages delivered by trusted friends telling about their own experiences were highly influential.

The study revealed that parents and Internet along with peers' reviews and comments on Social Media helped consumers to evaluate alternatives and could push or dissuade them from making a purchase. This finding confirms the observation made by the president of Online Nielsen quoted by Wheat and Dodd (2009, p3) stating that consumers' reliance on word-of-mouth in the decision-making process has increased significantly thanks to Social Media.

Furthermore, the study pointed out the tendency for consumers to have a passive approach since they would rather wait for information and trust word-of-mouth but will not ask peers for information that will help them evaluate alternatives). Social Media seem to play thus an important role of influence at the Evaluation of Alternatives stage, especially on the trust aspect provided by communities on Social Media.

5.2.4 Purchase Decision

The objective of the dissertation was to see if the increasing influence of Social Media on teenagers' purchasing decision-making process had the same impact on the various stages. To do so, the study focused on discovering whether reviews and comments from parents, Internet, peers and sibling could push consumers from making their final decision to purchase. Therefore, the study revealed that only 30% of teenagers strongly agreed that they would frequently purchase after reading positive reviews on social media .Consequently it seems that Social Media are not as influential on the consumers at the moment of makingtheir final decisions to purchase comparing to the important influence that Social Media exerts at the previous stages of the process as it is the parents who form their first choice or source of consultant before making any purchase. This could be also as parents are the first source of providing the teenagers with money for their purchases online.50%of the teenagers said that their online purchases were mostly financed by the pocket money they received by their parents.35%said that parents directly were involved and gave money for purchasing products online. Even some teenagers mentioned that their grandparents' approx.25% also financed their purchases at times followed by working siblings.

The research highlighted that if consumers stated that they were influenced by positive and negative reviews from their peers, or word of mouth as in on social media they seemed to be the last decision makers and those other stimuli than Social Media influence appeared to play a role in the mind of consumers.

The study revealed that Social Media is, as said in the literature review, influential at the Purchase Decision stage but it seems to be of a lower importance comparing with the Influence that it exerts on the previous stages. Since it is the teenagers in Indian context are still depended on the parents both in terms of choice of products vis –s –vis monetarily also teenagers are fully dependent on parents.

5.2.5 Post purchase Behavior

The study showed that the influence of Social Media was the weakest at the Post purchase Behavior stage. Only 25% of the respondents strongly agreed that social media played a role in disposing off products purchased by them.

As presented in the literature review above, Jaffe (2010) stated that consumers today used Social Media to talk about their own good or bad experiences by sharing feedback and opinions with their parents and peers. However the study that I undertook found that most of consumers didn't rate or write reviews on Social Media after a purchase. It seemed thus that consumers didn't often share their consumers' experiences and opinions about products, services and brands on Social Media. Furthermore, in the research I wanted to look closer at this small number of consumers in order to see if consumers tend to share more or less their good or bad experiences with their peers depending on the categories or products and services. The study pointed out that consumers shared more about some categories such as entertainment, travel and electronics. Except for the clothing category, it seems that consumers always use Social Media to share about the same kind of categories of products and services.

To conclude with this stage, the study revealed thus that teenagers liked to find Consumer experiences on Social Media at their Information Search and Evaluation of Alternatives stages in order to make their mind for their own purchasing decision-making process. However, they don't like sharing their own good or bad experiences on Social Media. The influence of Social Media seems thus be lower and of a smaller importance at the Post purchase Behavior stage compared to the previous stages of the consumer's purchasing decision-making process.

5.3 Research findings:

During the research the researcher wanted to see if the increasing influence of Social Media on teenager purchasing decision-making process could differ in the various stages because of any specific factor that drives their decision making ability before making purchase online.

The study pointed out some interesting findings about the impact of various social media platforms, various upcoming e-shopping website and newly developed apps along with high usage of Smartphone among teenagers as a device to accesses Internet in this process.

5.3.1 Research Implications:

The influence of gender will have significant effect on purchase decision and will depend on gender influencing purchase decision of teenager. The most important objective of the study was to find the significant effect of age and gender on the purchased decision of the teenagers. During the study it was brought to light that the gender shows a significant effect in case of certain factors which influence the decision of purchase, There are numerous factors that affect the online shopping more attractive for the teenagers namely as mentioned earlier also are, Variety of Products, Anytime &anywhere availability,Ease of price comparisons among various e-commerce websites. Discounts and offers, ease of return and exchange and lastly ease of mode of payment.

Gender Impact and purchase decision:

- The study indicated that the females are more likely to recognize new needs on Social Media. Girls usually find factors like discounts and offers attractive factor when thinking of making purchase online. The e-commerce website do launch some schemes like Big Billion day, Amazon big festivals which have huge ,attractive offers

and discounts female teens did prefer these over their male counterparts and took active participation in such offers and discounts.

- Girls also agreed that the ease of return and exchange term and conditions were a point of difference which did matter to them the most, as the ease of return and exchange suggested value of money and trust on e-commerce sites.
- Mode of payment i.e. COD: This facility is the most attractive point for teens as it is evident that the source of their online purchases are mostly their parents, followed by pocket money given to them and the grandparents and siblings to join.
- In case of male counterparts variety of products to look for was a major influencing factor.
- Anytime & anywhere shopping: High use of Smartphones have made this feature viable and easy for male teens to shop anytime & anywhere feature.
- Genders seem thus to play a role in the degrees of the influence of Social Media at this stage.

5.4 Managerial implications

Certain implications are clearly confirmed by the findings from the study for companies/marketers presented in the literature review and address other implications that marketers should bear in mind to seize the opportunities offered by Social Media.

5.4.1 Theoretical Implication: Customer Interaction and customer Engagement

The study clearly supports the literature review that said that companies should use the opportunity of interacting with the teenager consumer with the means of Internet and Social

Media handles to engage with their present and prospective customer's community of followers. Klaus and Maklan (2011, p772) stated that the Internet had transformed initial relationship between consumers and marketers into collaborative relationships. The study confirmed this statement by adding that the Internet and Social Media offered the possibility to companies/ marketers to show to their customers that they were really listening to them and cared about their expectations. The study indicated that by showing to their customers that they were listened to, made the teenager /young customers feel understood and it is more likely that these youngsters would shop from the same website/app and also refer them to their friends and also make frequent purchases.

The observation made by Sweeney and Craig (2011, XV) in the literature review, says that Social Media helps enhance relationships with customers, is confirmed by the study. Indeed, the study pointed out that that Social Media can help create very long term relationships that can lead to cross sell. The very long-term relationship aspect, noticed by Damien Jacques in the study, is important when it comes to build loyalty for companies. Social Media by its interaction features encourages the conversation with consumers. The study confirmed Parker's argument (2011) in the literature reviews that said that 'asking for members input in stills a sense of empowerment'. The spread of positive word-of-mouth within communities will make consumers become more loyal to companies.

Going ahead, the study confirmed the remark made by Zarrella (2010, p.187) about Influencers. The study indicated that very few teenagers posted comments or shared reviews about product and services post purchase behavior on social media handles. This observation implies that marketer should identify who are the influencers and communicate with them. The interviews revealed that marketers could offer them to test new products and services. By doing so, marketers can try to influence the influencers who will thus through their comments and reviews influence the rest of the community.

5.4.2 Practical Implications: Companies should be *Reactive* and *Proactive*

The literature review (Brown and Hayes 2008) stated that word-of-mouth was an important aspect to be taken into account by companies /marketers concerning the great power of influence of Social Media on consumers. It is definitely much easier and convenient to spread word of mouth about brands and products online on social media like never before. This is especially the case concerning bad comments that can be really destructive to companies. Therefore, the study indicated that marketers should be able to handle customers ‘bad comments in order to turn them into their advantages.

Moreover, the study indicated that in addition to be reactive, marketers should be proactive by anticipating their customers’ expectations. Social Media offer them this great opportunity. Indeed, by engaging with customers on Social Media platforms, marketers can have feedbacks about the products, services or the brand and will be able to increase their products’ quality and to anticipate the future demand of their consumers. Being reactive and proactive will help companies gain and sustain competitive advantages over rivals.

S. No	Highlight able Findings of the current study (In Bullet Points)	Comparison of findings of your thesis with Literature reviewed	Commendable contribution of this research work towards the existing knowledge
1	Teenagers are also called “ <i>net generation or cyber-teens</i> ”, due to higher use of Internet and fast adoption of technology in this age group (Lee, 2003, Ward, 1974).	There exist a significant relationship between the age and frequency of usage of social media websites for purchase decision purpose. Due to higher usage of Internet and fast adoption of technology, teenagers play an important role in family decision process as well.	<ul style="list-style-type: none"> • Teenagers are an active participant and also act as <i>influencer</i> for products for their followers on social media. • Although the blogs are the least preferred for any product related or purchase related preference among teens of Ranchi and Patna but in coming years the trends in urban cities suggest the
2	“Teenager Consumers are more	Attention seeking methods of Social Networking sites	

	<p>likely to be participating than watching 'stating that there has been a shift in consumer behaviour from being "consumer as viewers than consumer as participants'. said Wertine and Fenwick(2008 p31-35) .</p>	<p>have effect on purchase decision among the teenagers. Thus making teenager consumers more as a participating consumer who act at various stages of purchase decision and thus are an integral part of family purchase decisions. Attention seeking methods are namely: Product page/Company Page, Shares and Likes on product pages/Company pages, frequent ads of products, Review by family and friends. Social Media has definitely made the teenagers a active participants as they also act as influencers of products used certain Social Media platforms and tools more than others. Reviews sites, Social Network platforms, forums and Multimedia sharing, are among the most used by consumers unlike other types such as Blog or Micro blogging that seem to be less or almost not used by the teenager's consumers in their information search stage. Around 65% of the respondents used Google search engine the most followed by you tube with about 50%.Thus, the influence of Social Media at the information search</p>	<p>Bloggers and Influencers of products are a huge market for the marketing companies to tap on for pitching products to these young adolescents as they are the future prospective buyers.</p> <ul style="list-style-type: none"> • Only 10 % of consumers shared frequently their opinions to their friends on Social Media when they were satisfied of a product. This post purchase behaviour can be attributed to the fact that teenagers tend to talk more to their friends in person about their consumers' experiences when they are not satisfied about a product or services. As they fear about trolling of their views both by peers and strangers on social media. This is a negative impact of growing social media as well. • Consequently it seems that Social Media are not as influential on the consumers at the moment of making their final decisions to purchase comparing to the important influence that Social Media exerts at the previous stages of the process as it is the parents who form their first choice or source of consultant before making any
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		stage seems to have different degrees depending on the Social Media types used for this purpose. It is now clear that Social Media's influence at the information stage differs and depending on their types.	purchase. <ul style="list-style-type: none"> • Our study pointed out that Social Media can help create very long term relationships that can lead to cross selling of products .This comes as a result of products as well.
3	<p>Internet and Social Media influence in teenagers consumers' purchase decision-making process.</p> <p>Hoyer and McInnis (2010, p 389) stated that the relationships between consumers and companies had greatly changed thanks to a two-way communication offered by Social Media.</p> <p>Parker (2011) quoted the notion of 'unbiased advice' that consumers are more likely to trust.</p> <p>Jaffe (2010) stated that consumers today used Social Media to talk about their own good or bad experiences by sharing feedback and opinions with their parents and peers</p> <p>Sweeney and Craig (2011, XV) in the</p>	<p>Depending on the stages of the process, the teenager consumers appeared to be more or less influenced by Internet and Social Media.</p> <p>Stages of Decision Process:</p> <p>Need Recognition: In the Need Recognition stage, the survey indicated that Internet and Social Media appeared to be really important in influencing teenagers. More than 35 % of the surveyed consumers agreed to say that they were influenced by the reviews shared by their friend.</p> <p>This study also revealed that brand engagement was an important aspect at the Need Recognition stage on Social Media. Indeed, 50% of consumers follow brands on Internet and 100% had their accounts in at least one of the social media handles popular among the teens for e-shopping.</p> <p>It is paramount to note that teenager consumers have</p>	

	<p>literature review, says that Social Media helps enhance relationships with customers.</p>	<p>quoted that the primary reason to use Internet is to keep in touch with people i.e. social networking. Around 67% of the teens said that social networking was their primary purpose for usage of Internet followed by 42% used it for purchase products online for themselves and 40% used for purchasing products with consent of their parents.</p> <p>The need recognition is reinforced by the fact that 62 % of teenagers reported that they were following brands on Social Media to get updates about their products and services. Getting updates from brands on their Facebook feeds for example Increases the chance for brands to make consumers recognize new needs.</p> <p>Information Search: The study highlighted that accumulative 97.3% of teenagers stated that they used Social Media while searching information about products, services and brands.</p> <p>If a wide variety of Social Media types are available to the teenagers together then to find information, the teenagers used certain Social Media platforms and tools more than others. Reviews sites, Social Network platforms,</p>	
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		<p>forums and Multimedia sharing, are among the most used by consumers unlike other types such as Blog or Micro blogging that seem to be less or almost not used by the teenagers' consumers in their information search stage.</p> <p>Around 65% of the respondents used Google search engine the most followed by you tube with about 50%. Thus, the influence of Social Media at the information search stage seems to have different degrees depending on the Social Media types used for this purpose. It is now clear that Social Media's influence at the information stage differs and depending on their types.</p> <p>35% of the teenagers accepted that the product/company pages are a driving factor on social media during their search about products and brands online.</p> <p>Evaluation of Alternatives: Around 50% said their first preference before evaluating alternative for their purchase they consult their parents followed by the Internet as the second most trustworthy source. It is not only their family</p>	
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		<p>and friends but also complete strangers whom they seek advice and communicate on social media handles asking for reviews before product selection. These Strangers can be bloggers, influencers whom they might follow for product reviews.</p> <p>Post purchase behaviour: Teenager consumers didn't often share their consumers' experiences and opinions about products, services and brands on Social Media. Indeed, the study reported that only 10 % of consumers shared frequently their opinions to their friends on Social Media when they were satisfied of a product.</p>	
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Table 5.1 : Comparing the findings of the thesis with the Literature reviewed:

5.5 Research contribution

- a) A rise in use of Smartphone and high penetration of Internet with digital transformation has led to rapid growth in the online purchase of products and services, thus e-commerce companies shall develop strategies for specific product to target teenagers that use Internet for most purchase and if teenagers are their future/prospective customers even then business using web base can utilize the study.

- b) Following are the factor that drives attention in social media for purchase of product the most Product/Company page, frequent ads of products, Number of likes, comments and shares by others, Reviews by other users about product, among these 32.7% of respondents said that the customer review is the most preferred factor that drives their attention, followed by frequent ads of product 23.6%.
- c) The study indicated that the marketers should identify the ' influencers' and communicate with them. The study also highlighted the necessity for marketers to be reactive and proactive. They should respond to the customers' needs proactively in case of any problem in order to avoid false/bad word of-mouth spread all over Social Media. Thus, the future demand of the customers can also be anticipated by listening to their customers' wants.
- d) The result is also useful for marketers in suggesting that consumers with high product involvement will have different means of evaluation and hence purchase products. Thus level of product involvement can be used by market practitioner as means of target audience segmentation in online shopping environment.
- e) Most of the respondents suggested making the exchange policy of the products more flexible which included cash refund in case of cash purchase (COD) specially.
- f) The Internet penetration in urban areas have been seen to be better when compared to rural areas of Bihar and Jharkhand till date, thus companies should try and tap these unexplored areas also to increase sale.

- g) Start some unique loyalty programs for the frequent young customers and reward them according to their frequency of visit clubbed with amount of purchase made. Higher the amount better the discounts offered for certain product categories of the interest of teenagers customers.
- h) Sponsor some new start ups and talented young entrepreneur and help them achieve their goal by providing them cash support or making them their business partner as a seller and promote their products especially in rural areas of the states.

5.6 Limitations of the research

There is little limitation to the study; the work has been done with the limitation of time and resource.

1. The data was collected in 2019 and there could be some changes in responses since the collection period.
2. The study covers only 10 schools from a possible 80-90 and more colleges located in and around Patna and Ranchi cities. So the inferences cannot be considered to be a reflection of the entire teenager student population in Patna and Ranchi. More detailed surveys will be needed to be performed.
3. A longitudinal survey has been suggested for understanding the impact of various external factors on the entrepreneurial intentions while the present study uses a cross-sectional survey
4. The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.
5. Due to lack of enough time and monetary limitations, researcher has taken only limited area for the study .This study is only limited to the Eastern part of the country online market.

6. It is important to note that this research intended to see whether the increasing influence of Social Media on Teenagers' purchasing decision-making process different or not according to age ,gender, family income in relation to the usage of social media and Internet by the teenagers of these two cities Patna and Ranchi. Along with the various stages of consumer decision process.
7. Since, the researcher and class teacher both were present during collection of responses from the teens. Few limitations have been encountered as judgment for sample selection lies in hand of both researcher and class teachers.

5.7 Scope for future research:

1. Research can be done in rural areas to know about the Internet penetration and e-commerce urban areas to get an idea of e-commerce penetration there.
2. College students can also be researched for identifying more factors and deeper research can be done to find the factors influencing the decision of teenagers.
3. Social media and other form of communication model (i.e.T.V, Radio, Print Media) can be studied together to see the diverse effect on minds of teenagers and their purchase decision ability along with them acting as the biggest influence in family purchase decision as well.
4. Brands can use this as an opportunity to tap the young customer's mind and design their websites which are more users interactive.

5.8 Result and Discussion:

Last ten years, we have seen the emergence of a new type of media that allows a wide range of interaction possibilities between users. These media are called Social Media because of the social features that they offer to the communities that they host. Year over year more people

have been using Social Media platforms and tools and every year new Social Media types are developing, bringing new possibilities for users.

The literature review argued that the recent emergence of Social Media had drastically changed the marketing landscape. Authors in the literature stated that ads 'don't work anymore' and that the time of traditional marketing, where marketers were pushing out messages toward consumers by a one-way communication, was resolved.

Companies started to see the opportunities to be present on Social Media to engage with their customers through a two-way communication opposed at the one-way communication previously used by marketers. The literature review discussed about the ease offered by Internet and Social Media to carry word-of-mouth, which has been demonstrated as a paramount factor to vehicle influence between people. Indeed, Internet and Social Media can carry and spread word-of-mouth between millions of user. The literature review demonstrated that we have been witness these last years to a shift in the consumer behaviour from being 'consumers as viewers', since consumers were nowadays more likely to be participating than watching.

The literature review pointed out that peers had always influenced consumers during their purchase decision-making process and that this observation applied also to Internet and Social Media.

The study therefore, aimed to explain how the influence of Internet and Social Media was reflected on consumers' purchasing decision-making process and to see if the influence of Internet and Social Media differed at the various stages of the consumer's purchasing decision-making process. To do so, a quantitative and a qualitative analysis have been used in combination. A questionnaire (quantitative) has been administrated to 330 respondents through one to one survey method.

The influence of Internet and Social Media appeared to be stronger at the first stages and become weaker at the last stages of the process. At the Need Recognition stage, the study revealed that consumers were well influenced by their friends' activities on Social Media that could make them recognize needs. In addition, the study indicated that almost half of consumers were following brands on Internet and Social Media and that an important part of these customers stated that they might recognize new needs because of this interaction with brands. At the Information Search stage, the study indicated that almost 9 consumers out of 10 used Social Media tools and Other Internet tools to find information about products, services and brands. Indeed, the study highlighted that the different Social Media types offered several possibilities for consumers to have access to a wide range of information. The influence is reinforced by the fact that an important part of consumers follow brands on Social Media to get updates about products and services. At the Evaluation of Alternatives stage, the study found that only half of consumers currently used Internet and Social Media to compare products, services and brands together. The study also pointed out that consumers didn't tend to ask their peers' opinion when they hesitated between different products or services and that they were more likely to read information rather than ask. However, at this stage, the trust aspect plays an important role. Indeed, almost

Two-third of respondents indicated that they trusted their peers' reviews on social Media. This finding illustrates the notion of 'unbiased advice' offered by social Media that seems to be a great factor in the influence on consumers at this stage.

At the Purchase Decision stage, the study revealed that social Media had less influence in this stage compared with the three previous stages. Even if the study indicated that positive reviews could push them to **purchase** and negative reviews could dissuade them

to purchase, it seems that consumers are the last decisions makers and that there are other stimuli and factors that have to be taken into consideration. The influence of Social Media has been found of a lower importance compared to the previous stages.

At the Post purchase behavior stage, the study indicated that the influence of Social Media was the weakest compared to the other stages of the consumers' purchasing decision making process. The study indicated that contrary to what had been said in the literature review, only few consumers shared their opinions to their peers on social Media.

The study has also highlighted other findings that are of interest. The influence of Social Media has been found different depending on the Social Media types used. Moreover, the study indicated that the degree of influence of Social Media also depended on the categories of products and services.

Another important finding from the research is that the influence of Social Media also differs depending on factors such as age, gender. Moreover, the study also found that genders have impacted the influence of Social Media at certain changes.

The increasing use of Social Media by consumers and companies, and the findings of this study brought new implications to marketers. Therefore, marketers should seize the opportunity of interactions offered by Social Media to engage with teenager respondents. The study also highlighted the necessity for marketers to be reactive and proactive. They should listen to their customers and answer quickly to them in case of a problem in order not to let bad word of-mouth spread all over Social Media. Moreover, by listening to their customers' wants, the study pointed out that marketers would be able to anticipate the future demands of their customers.

5.9 Concluding Remarks

Finally, the study pointed out those marketers should not abandon traditional media in favour of Internet and Social Media since a lot of consumers are not 'Internet and Social Media oriented'. The study indicated that different media channels could be used in combination with Social Media. The study has been limited by few factors such as the sample that can be considered as too small and not representative enough of the entire population.

Therefore, directions for future research have been indicated. It would be really interesting to research the impacts that might have some characteristics, such as social media Vs traditional media usage as marketing strategies. Internet and Social Media are becoming more used every year by the teenagers and more research is needed to understand the Influence that can have Social Media on consumers' purchasing decision-making process.

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APPENDICES

PROJECT TITLE: Influence of Internet and Social Media on Purchase Decision among Teenagers

INTRODUCTION:

Your child has been invited to join a research study *Influence of Internet and social media on purchase decision among teenagers*. Please take your time to discuss the study with your ward, or anyone else you wish to. The decision to let you child join, or not to join, is up to you.

In this research study, we are evaluating the role of Internet and social media on purchase decisions of teenagers, who are they most influenced by before ,after and during purchase made online through e—commerce website and other related factors.

WHAT IS INVOLVED IN THE STUDY?

Your child will be asked to fill up the form in person in front of the researcher in school only and not at home. We think this will take him/her 10 minutes.

Your child can stop participating at any time. If your child stops he/she will not lose any benefits.

BENEFITS OF TAKING PART IN THE STUDY?

It is reasonable to expect the following benefits from this research: your ward gets a chance to participate in the research which may benefit the online forum of various companies in several ways. However, we can't guarantee that your child will personally experience benefits from participating in this study. Others may benefit in the future from the information we find in this study.

CONFIDENTIALITY

Your child's name will not be used when data from this study are published. Every effort

will be made to keep clinical records, research records, and other personal information confidential.

We will take utmost care and priority on concealing the personal information and making it confidential, and to protect it from unauthorized disclosure, tampering, or damage.

YOUR RIGHTS AS A RESEARCH PARTICIPANT?

Participation in this study is voluntary. Your child has the right not to participate at all or to leave the study at any time. Deciding not to participate or choosing to leave the study will not result in any penalty or loss of benefits to which your child is entitled.

CONTACTS FOR QUESTIONS OR PROBLEMS?

Call: Jaya Beri at 957002287,

Email :jaya.mehrotra@gmail.com.

if you have questions about the study, any problems, if your child experiences any unexpected physical or psychological discomforts, or think that something unusual or unexpected is happening.

Permission for a Child to Participate in Research

As parent or legal guardian, I authorize _____ (child's name) to become a participant in the research study described in this form.

Child's Date of Birth

Parent or Legal Guardian's Signature

Date

Upon signing, the parent or legal guardian will receive a copy of this form, and the original will be held in the subject's research record.

Research Questionnaire

Dear Respondent,

I am JAYA BERI a Research Scholar at ICFAI UNIVERSITY JHARKHAND .This questionnaire is prepared regarding a research activity related to PhD program at ICFAI University, Jharkhand on the role of Internet on purchase decision of teenagers in Patna and Ranchi. The Objective of the research is to understand the role of Internet and social media on purchase decision of teenagers in Patna and Ranchi. By answering the question given, you are playing an important role in completion of this research with efficiency and effectiveness The Researcher assures you that the analysis / your response / opinion shall be kept highly confidential & shall only be used for the current research. I shall be highly grateful if you could spare a few minutes to complete the questionnaire. There is no right or wrong answers to the questions.

Section 1 – Respondents Demographic

Name: _____

Age:

Sex:

1. Male
2. Female

Pocket money allowance:

1. Less than Rs.1000.
2. Rs.1000-Rs.2000.
3. More than Rs2000.

Family Monthly Income:

1. Below 40,000/month
2. 40,000/month-80,000/month
3. Above 80,000/month

Family Type:

1. **Joint Family**
2. **Nuclear Family**
3. **Single parent/Legal Guardian.**

Education level: (Tick one only)

Class: 6/7/8/9/10/11/12

Residing place:

- a. Ranchi
- b. Patna

Section 2: Teenagers involvement in usage of Internet and social media in-depth :

1. Do you use Internet: a. Yes b.No

2. How many Hours per week do you use Internet?

A.1-3hr/week

B.4-6hr/week

C.6-9hr/week

D.10hr and more.

3. Where do you access the Internet mostly from (**Rate the option 1: highest 5: lowest**)

a. Desktop

b.Laptop

c.Smartphone

d.ipad/tablet

e.cyber café

4. For what purpose do you use Internet (**Rank your options 1: Highest, 7: lowest**)

a .Mail

b. Surfing

c. Chatting

d. Social networking

e. Purchasing product online

f. To make purchases related decision with parents

g. Others

5. Before buying a product whom do you consult first in order of preference rank your choice.

(Rank your choice 1-being most preferred and 5-least preferred)

a. Siblings

b.Peergroup

c.Parents.

d.Internet.

6. Are you a member of social networking sites? If yes please name the sites you have active account with?

a. Yes (.....)

b.No

7. Which social networking site listed below do you use for **searching information before a purchase?** (Rate as following 0-not at all, 5-mostly)

	0	1	2	3	4	5
Social Networks(Facebook, LinkedIn)						
Microblog(Twitter)						
Blogs						

Google						
You Tube						

8. What factors given below make online shopping an option for you to shop from?

(Rank the options 1-Highest; 6-lowest)

- a) Variety of brand under one roof.
- b) Anywhere and anytime shopping.
- c) Easy Price comparison across various sites.
- d) Variety of offers and discounts (e.g.: Great Indian festival even in off season).
- e) Return and exchange convince.
- f) Ease of payment mode (e.g.: COD)

9. Which of the following sites do you access mostly for your purchase online?

- a. Amazon
- b. Flipkart
- c. e.Bay
- d. Jabong
- e. Club factory
- f. Tata cliQ.
- g. Limeroad
- h. Others

10. What products do you shop for using Internet?(Rank according to your preference 1-most preferred and 8-least preferred)

- A. Fashion Wear and accessories
- B. Mobile and accessories
- C. Toys, music movie video CDs
- D. Video games
- E. Footwear

F.Car band bike accessories

G.Books

H.Beauty products

11. How do you finance your purchases or who assist you in making purchases and paying them?

- a. Parents.
- b. Grandparents.
- c. Elder sibling who is working.
- d. Other sources (Pls specify.....)

Part -3: Influence of Internet and social media role in the consumer decision making process

12. How do you consider Internet and social media role in the consumer decision making process
(Rank your choice 1-Strongly agree, 2-Agree 3-Neither agree nor disagree, 4-Disagree; 5-Strongly disagree)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Allows me to identify products to purchase(Need Recognition)					
Allows me to search for information regarding product I want to purchase (Information search)					
Allows me to evaluate alternative products(Alternative evaluation)					
Help me purchase products(Purchase					

decision)					
Allows me to dispose a product when finished(Post purchase behavior)					

13. What drives your attention in social media for purchase of product the most?

- a) The product/Company page
- b) Frequent ads of products
- c) Number of likes, comments and shares by others
- d) Reviews by other users about product
- e) Others (Please specify....)

14. Please take a minute and tick out the best level which suits your experience for all the items given in the questionnaire. Based on the item, the respondents are requested to choose the response as instructed in the table:

I.	Please select one answer which best represents your communication or media usage	Every day	5-6 times a week	3-4 times a week	1-2 times a week	I did not use
1	How frequently do you visit online social networking websites that focus on pictures to communicate?(Example: Pinteret, Instagram, Snapchat)					
2	How often did you use the Internet to search for products?					
3	How often did you read an online Customer review?					
4	How often did you read a product description for an					

	item?					
5	How often did you talk to immediate or extended family members online?					

Q 15.Please identify an item/product that your family members encouraged you to purchase online. [.....]

In Rupees, what did your purchase cost?

[.....]

Please select one answer which best represents an item you have purchased and how often you discuss or have interest in products.	Strongly Agree	Agree	Neither Agree Nor Disagree	Strongly Disagree	Disagree
I spend a lot of time talking with my family about purchasing an item	1	2	3	4	5
My family encourages me to make Purchases.	1	2	3	4	5
My family and I tell each other where to Find items.	1	2	3	4	5

I ask my family for advice about buying things.	1	2	3	4	5
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Q 16. Please identify an item that you searched for product information online before purchasing.

[.....]

In Rupees, what was your purchase cost?

[.....]

Please select one answer which best represents an item you have purchased and how often do you search online?	Strongly Agree	Agree	Neither Agree Nor Disagree	Strongly Disagree	Disagree
I spend a lot of time searching online for product information when purchasing an item.	1	2	3	4	5
Knowledge about the product helps me make purchases.	1	2	3	4	5
I search online for where to find Items.	1	2	3	4	5
I seek product information online before buying things.	1	2	3	4	5

I spend a lot of time using visually oriented online social networks (i.e. Pinteret, Instagram, Snapchat) to look at products before Purchasing an item	1	2	3	4	5
I spend a lot of time talking with my online social network friends about purchasing an item	1	2	3	4	5
Pictures from visual social networks encourage me to make purchases	1	2	3	4	5
My online social network friends encourage me to make purchases	1	2	3	4	5
Visual social networks help me find items.	1	2	3	4	5

PUBLICATIONS AND PRESENTATIONS BY THE SCHOLAR IN THE RESEARCH AREA

1. Published a paper titled “, Understanding the Role of Internet on Purchase Decision of Teenagers In Patna& Ranchi”, IUJ Journal of Management (IUJ JOM), Vol15, issue1, May 2017, pg 53-56.
2. Published a paper titled, “Influence of Internet & Social Media in Purchase Decisions among Teenagers”, International Journal for Research in Engineering Application & Management (IJREAM) ISSN: 2454-9150 Vol-06, Issue-06, SEP 2020.
3. Published a paper titled, “Transformation in the digital buying behavior of consumers – Influence of social media on Digital buying behavior of the consumers of Ranchi, Jharkhand”, International Journal for Research in Engineering Application & Management (IJREAM) ISSN: 2454-9150 Vol-06, Issue-07, OCT 2020.
4. Published a paper titled “Digital transformation-Effect of Social media on digital buying behavior of teenagers”, in ADHYAYAN: A JOURNAL OF MANAGEMENT SCIENCES, Print ISSN: 2249-1066, E-ISSN - 2455-8656, Jan - June Vol 12, issue (1).
5. Presented a paper titled, “, Understanding The Role Of Internet On Purchase Decision Of Teenagers In Patna&Ranchi”, in the National Conference 2017, on the theme, “Trends in Management Research held in March 2017 in ICFAI University Jharkhand .
6. Presented a paper titled, “Role of Social Media and Internet on teenager’s Socialization and Digital Buying Behaviour”, in the International E-conference 2022, on the theme, “on Paradigm Shift in Business and Management: Emerging Trends & Competitive Strategies" in collaboration with Nilai Field Research Centre, Malaysia, and Ghaziabad

Management Association on February 26th 2022. In Institute of Professional Excellence and Management, Ghaziabad (IPEM, Ghaziabad).

7. Presented a paper titled, “Teenager socialization and factors effecting purchase decision of teenagers”, in the Doctoral conference on the theme , “Contemporary trends in Management Research in Post Covid 19 Era”, held in January 2022, in ICFAI university Jharkhand.